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@Brunning: People & Technology: At the Only Edge that Means Anything / How We Understand What We Do

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One has to resort to adding the subcategory of Feminism & Feminist Theory or perhaps Gender Studies from a Social Science codes along with some more generic codes from Philosophy, perhaps Political if that fits the subject of the particular book. One guesses that the BISAC committee members were used to browsing in the sections of retail bookstores that use “New Age” instead of “Philosophy” as designators, given the number of codes dedicated to various types of Eastern religions. While the BISAC committee ignored “Movements” as a subcategory in either Political Science or Sociology, curiously 9 of the 34 subcategories in Philosophy are devoted to them, though it is difficult to understand in what way Rationalism and Utilitarianism, to name two of the secondary subcategories, constitute “movements” in any ordinary sense. It seems peculiar, to say the least, to carve out a special subcategory for Good & Evil and for Body & Mind, when these are merely subjects taken up in Ethics or Philosophy of Religion and Epistemology, respectively. So, too, for Free Will & Determinism. Have you ever seen a shelf in a bookstore with those designations? And then there is a subcategory of “Religion” that has only 60% share of titles from its bookstore. Within a few hours, though, they backed off and acknowledged that this publisher could set the price. Unlike Apple and iTunes, Amazon blinked and now new pricing models have free range.

There are now over 23 e-readers for sale. Almost every week a new player emerges, new players to stand at the scavenging line of Apple, Amazon, and others. Why so many reader wannabes?

Simple. The book’s defining quality, its essence, is portability. No one wants to read books on computers no matter the size of the computer. Compared to smart phones and e-readers, a computer is gargantuan and only semi-portable. You want and need something you can carry and use at will — like a book.

So the device battle is about who can imaginewhat the reader wants and deliver it through an electronic device, Internet-cool and enabled, and keep that (human) reader.

Keeping the reader is all about the bookstore. Whether the publishers set the price, all those Amazon Kindle owners have bought new titles at the $9.99 price. Whether this will survive and thrive like iTunes? — let’s let the market and not pundits decide. That Amazon sells eBooks to iPhone users who simply download an iPhone app to use suggestions that publishers and reader manufacturers will have an immense market, and customers will have many choices.

For example, Kindle frequent customers may want to choose another type of reader that meets their needs — as long as there is a way to read what they buy at Amazon on their reader. We bet Amazon understands this and is not in the business of selling Kindles. They are in the business of selling Amazon books, whether print or electronic. Apple and Google are aware of this aspect of competition with Amazon and at the moment seem to be “open.” But remember the essence of each company. Both are technology companies who leverage what they do to make the most money. Apple will want to sell iPads and iPhones. They may package books with them, but the object will be to move hardware. Google is all about ads and ad sense. Whether by the Web, mobile Internet, or whatever new technology comes around, they want to sell ads.

So a new caveat emptor emerges. The consumer now has a plethora of stuff to consider, choices to be made. You’ll just have to contend with constant device upgrades and a welter of ads assaulting your senses. And librarians — at the rainbow’s end, books from all places and a brimming box of devices and distribution.

It’s wild.

Your links:

- Tracking the E-Readers: http://ereaderguide.info/
- E-Reader Formats: http://www.ebookmall.com/choose-format/

Annals of Search: Google Uber Alles?

It doesn’t take much for Google’s competitors to cry monopoly. Microsoft, no stranger to this state of being, would dearly love to keep Google’s legal staff — numbering some say in the thousands — busy for a decade or two to level the playing field in search advertising.

Gogglers who do not see monopoly boast vision with the following optics:

- At best, Google has only 60% share of search engine users.
- Google’s “math” neutralizes bias — guaranteeing, without human intervention, the best results.
- Google is free to consumers — where’s the harm?

As with Microsoft, the European Union has led criticism of Google’s behavior. The EU was slow to approve Google’s acquisition
of DoubleClick, the leader in online banner advertising. The EU is particularly concerned about the information Google collects and how long it retains this information. In 2008 Google yielded to EU pressure to shorten shelf life of this data from 18 to 9 months. And recently the EU has made it plain that whatever class settlement is set by U.S. courts on copyright for online books will not apply to them.

The EU flexes legal and business muscle, and Google listens — a response that has eluded U.S. business.

This side of the Atlantic will be monitoring the latest Europe-versus-the-Goliath match. Foundem, a specialist search Website founded by Adam and Shivaum Raff, has filed a complaint against Google to the European Commission in Brussels over specific behavior of Google and its search engine toward their business.

The problem with Google is simple. Foundem offers a search engine for jobs, property, consumer products, and vacation planning. It has built its own search algorithms to give users a deeper and more precise search than Google or Bing. They derive profit when users click from their results to partner sites.

What they need, though, is business sent to them through Google. Whatever they do, they are at odds with Google’s 200 criteria that evaluate search value and elevate, to prominence, the best links.

Foundem, working with Google scientists, claims Google can manually over-ride these criteria and boost search results for customers. The business term for this is white listing. Typically, though, Google doesn’t white list. Human intervention is anathema at the Googleplex because it isn’t scientific. Or more to the point, it isn’t statistical. By numbers alone they’ve determined search value and to act otherwise would be unfair to users.

Foundem’s complaint zeros in on a weakness in Google’s thinking and procedure when it comes to natural search. A Google results page segments results into natural search, adwords search, and universal search. Natural search results derive from the 200 factors of which PageRank is the most well-known. These factors try to guarantee the most relevant results display first. AdWords is Google’s data-base of keywords harvested from users. Google sells keywords to advertisers who pay to have the best keywords to retrieve their products. These are the familiar text ads listed under Sponsored Links. Universal search are Google services links bundled together. These include Maps, YouTube, and Google Book.

Foundem’s simple demand: parity with Google products in displayed results.

What they want is the level playing field. In search engine lingo and thinking they want search neutrality. What they want is library search.

The issue behind this legal move — search neutrality on the net. More next issue...

Your Links:
The Foundem Story:
http://www.searchneutrality.org/foundem-google-story
http://www.ft.com/cms/s/0/1e672a94-233f-11df-ba8f-00144feab93a.html
Google on Net Neutrality:
http://www.google.com/help/netneutrality_letter.html

Not So Easy Rider — Digital Research

Entering our library you enter our spin zone. Since we’ve discovered big-screen televisions to push out library news, views, and attitudes, the pitch has become steep. Our latest: the marketing roll out for our discovery service.

Christened Library One Search, the bright yellow, black, and white logo invites users to a world where “research has never been this easy.” Doubtless, many of you are or have introduced discovery services at your library and are casting about or even refining your rhetoric to attract your community to this new way of searching.

By all means, avail yourself of practical bells and whistles. You’ve probably paid a pretty penny for the opportunity.

But go easy on calling it research. Discovery services make a certain type of library search easier. By easy, of course, we mean more “Google like.” For example, our Library One Search, a Summon product, eliminates the
Group Therapy — Textbook Purchasing

Column Editor: Jack G. Montgomery (Associate Professor, Collection Services Coordinator, WKU Libraries)
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My boss would like me to write up a “textbook purchasing policy” for our library. I was wondering if anyone would share, if a policy is in place, a copy of their policy with me.

RESPONSE:
Submitted by Lia Hemphill (Director of Collection Development, Alvin Sherman Library, Nova Southeastern University)

Here is our textbook policy.

Textbooks — For the purpose of this policy statement, a textbook is defined as a monograph that indicates in the preface or introduction its design for use in supporting specific courses, and which may have one or more of the following characteristics: use of colors in the text to distinguish main points or supplementary material; provision of questions or answers for review at the ends of chapters; frequent revision schedules (1-3 years); separate supplemental materials such as workbooks, etc.; and plastic-over-paper binding that provides colorful but poor-wearing covers. A textbook’s main function is to provide a general overview and summary of a discipline’s literature. The high cost, frequent revision, and generally poor binding make most textbooks a poor investment for the library; however, there are occasions when very selective acquisition of textbooks may be warranted.

i. The textbook is recognized as a classic by experts in the field
ii. The textbook is written by a current NSU faculty member
iii. Other materials in the curricular area are insufficient
iv. Materials that support upper-level undergraduate and graduate-level study only.

The Alvin Sherman Library does not purchase or add to the collection textbooks adopted as required texts for any given course at NSU, as the library does not compete with the University Bookstore.

Other types of college-level textbooks deserve special attention, as well:

i. Anthologies: From time to time, anthologies of collected works, essays, literature, etc. may be utilized as course materials. There is a distinction between these monographs and textbooks, as anthologies usually become value-added material to the general collection.

ii. Workbooks: The library does not collect workbooks that supplement a specific college-level textbook. ALA’s definition of a workbook is: “a learning guide, which may contain exercise, problems, practice materials space for recording answers, and, frequently, means of evaluating work done.”

iii. Coursepacks: The library does not collect coursepacks that supplement course materials. Coursepacks are usually compilations of periodical and newspaper articles, and chapters from books. Content in coursepacks is available from the original sources.

RESPONSE:
Submitted by Jennifer Arnold (Director of Library Services, Central Piedmont Community College)

The issue of purchasing textbooks seems to be a perpetual one for libraries. At my own library, we do not, as a general rule, purchase textbooks for a variety reasons — primarily cost. However, given the unique nature of some of the programs taught at a community college and the limited number of print materials available to support those programs, this is not a hard-and-fast rule. Here is the statement that we include about textbook purchases in our collection development policy:

“The Library does not purchase textbooks adopted for classroom use by the College. The collection does, however, include textbooks. These textbooks are acquired only if they are high-quality materials which supplement the Library’s permanent holdings and can be expected to remain important over time or are the only resource available on a subject.”

The University of Oregon includes a similarly worded statement in their collection development policy (http://libweb.uoregon.edu/colldev/cdpolicies/cdpstate.html), while Anne Arundel Community College offers a version that directs faculty to the option of placing a textbook on reserve (www.aacc.edu/library/file/ColIDevPolicy.pdf). DePaul University Libraries offer a detailed statement about textbooks in the library in a FAQ that you also might find helpful in developing your own library’s policy (http://www.lib.depaul.edu/About/displayFAQ.aspx?f=33).

RESPONSE:
Submitted by Michael A. Arthur (Head of Acquisitions and Collections Services, University of Central Florida Libraries)

We don’t actively purchase textbooks and they are blocked on our approval plan. However, no doubt they are still arriving mostly from firm order requests.

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plurality of our many databases, presenting a simple search box, for simple search words, that reaches out into all those databases for stunning easy singularity.

Actually we fudge a bit on this. We note, in small font, that Library One Search searches most, but not all, of our databases. This disclaimer is a link to more detailed library-speak about coverage that cautions the user that he or she needs to subtract those publishers not participating in the product.

So library search has gotten easier, if by easy we mean searching participative content — or something like that. To be honest, that is quite a handful of stuff, a big bowl of not there. There are two depths to this.

Shallow water fun is the thin data that are harvested and indexed from all of your non-participating content providers. Your discovery service can provide simulacra for your difficult databases, those ornery ones who wish to meagerly prosper in this brave new world. They can, for example, provide complimentary indexing for products that overlap theirs — we know there are many. They can also crawl the Web and ingest what publishers provide for their Web publications

At a certain point, the substantial holdings of a library online fall off the continental shelf. This is the world of information portals, specialized data sets and databases whose design, purpose, and subscription life address another way of doing content. Here are publishers who don’t need to integrate themselves with the Web or library.

Our sin and cross to bear: we want them. The library’s role in research is to provide both the tools and results of — research. And this is the depth of things where research isn’t easy.

Your Links:
Summon Sites:
http://lib.asu.edu/one
http://www.dartmouth.edu/~library/home/findsummon/