Table of Contents
AGAINST THE GRAIN

TABLE OF CONTENTS

v.23 #3 June 2011 © Katina Strauch

ISSUES, NEWS, & GOINGS ON

Rumors............................................. 1
Letters to the Editor ......................... 6
From Your Editor ............................. 6
Deadlines ........................................ 6

FEATURES

Patron-Driven Acquisitions — Guest Editor, Xan Arch

Patron-Driven Acquisitions .................. 1
by Xan Arch

Purchasing Options in Patron-Driven
Acquisitions ....................................... 14
by Robert Johnson — For those new to this
phenomenon, Robert outlines the basics.

Patron-Driven Acquisition of
Publisher-Hosted Content: Bypassing
DRM ............................................. 16
by Jason Price — Jason is know is the DRM-
inator because he proposes a new model that
would free eBook content from restrictive
digital rights management.

Patron-Driven Acquisition: Collecting
as if Money and Space Mean
Something ...................................... 20
by Peter Spitzform — Peter Spitzform may
have invented PDA. He tells us about the
program at the University of Vermont which
has been in place since 2007.

Developing a Model for Long-Term
Management of Demand-Driven
Acquisitions ..................................... 24
by Michael Levine-Clark — But wait! For
Michael DDA is his primary means to build
his collections.

A Dialogue on PDA ............................ 28
by Rick Anderson and Sanford G. Thatcher —
Two sides to the same issue. Rick: why buy
a book that is never used. Sandy: lack of sales
will hurt publishing and university presses.

A Publisher’s Perspective on PDA ................ 32
by Rebecca Seger and Lenny Allen — Re-
becca and Lenny delineate how the patron-
driven model affects scholarly publishing from
that perspective.

Pioneering Partnerships: Building a
Demand-Driven Consortium eBook
Collection ........................................ 34
by Emily McElroy and Susan Hinken — The
Orbis Cascade Alliance Consortium has built
a demand-driven acquisitions team as they
search for an effective eBook strategy.

Op Ed — Notes from Mosier ............... 40
PDA: Driving Off the Cliff or, New Wine
in Old Bottles by Scott Smith — Scott is of
the opinion that patron-driven acquisition has
always been in place in libraries.

Back Talk ........................................ 86
Under the White Nights of St. Petersburg
by Tony Ferguson — Tony attended the 13th
Fiesole Retreat and says that webscale might
be our way through this period of transition.

ATG SPECIAL REPORTS

Looking Beyond eTextbooks and Tapping into the Personal Learning
Experience ........................................ 42
by Bill Rieders — Cengage Learning recently announced results of a survey they conducted
which was designed to explore both instructor and student perspectives on educational technology
and its impact on engagement and learning outcomes in higher education. Some interesting
results were revealed.

eBooks and Memory: Down the Rabbit Hole? .......................... 83
by Tony Horava — eBooks, for all of their vaunted benefits — and there are many — create
enormous challenges for memory development. All of us who are digital immigrants have vivid
memories of reading printed books in our childhood, youth, or early adulthood.

ATG INTERVIEWS

Deborah Kahn ..................................... 44
Phoebe Ayers ..................................... 48
Publishing Director, BioMed Central
Reference, Collections and Instruction
Librarian, UC Davis

PROFILES ENCOURAGED

Xan Arch ......................................... 14
Emily McElroy .................................. 36
Jason Price ....................................... 18
Deborah Kahn .................................. 46
Michael Levine-Clark ....................... 26
Adam Cherles ................................. 64
Susan Hinken ................................. 30
Publisher’s Profile — BEP .................. 82

<http://www.against-the-grain.com>
LEGAL ISSUES
Edited by Bryan Carson, Bruce Strauch, and Jack Montgomery

Legally Speaking ..........................................................56
Righthaven: Wrong Model by Bryan Carson — Is the new way that the newspaper industry will make money suing Websites, user forums and blogs?
Questions and Answers ..................................................................59
by Laura Gasaway — One of several questions this month asks if a library can digitize yearbooks and when.
Cases of Note .............................................................60
Copyright v. Implied Contract by Bruce Strauch — Larry Montz; Daena Smoller v. Pilgrim Films & TV; NBC Universal et al.

PUBLISHING
Biz of Acq..............................................................................61
Acquisitions and the Digital Repository by Steven Douglas — This paper is based on Steven’s experience integrating depository work into the acquisitions workflow at the University of Maryland Baltimore.
Random Ramblings ......................................................65
The Journal is Dead: Long Live the Article by Bob Holley — Should the article stand alone, as the basic unit, apart from its container the journal?
On the Road.................................................................66
@Brinning: People & Technology....68
At the Only Edge that Means Anything/How We Understand What We Do by Dennis Brunning — A 60th birthday brought Rolling Stone Cover to Cover, the DVD archive of the music and counterculture magazine, 1967-2007, into use here @Brinning.
Booklover .................................................................70
Sheep by Donna Jacobs — Donna praises Independent People by Halldor Laxness in the same breath she praises Gabriel Garcia Marquez’s One Hundred Years of Solitude.
And They Were There..................................................71
Reports of Meetings — Reports from SSP, Computers in Libraries and more from the 30th Charleston Conference.

BOOKSELLING AND VENDING
Bet You Missed It .......................................................12
by Bruce Strauch — What do To Kill a Mockingbird and Lonely Planet have in common?
Something To Think About .........................63
Spring Fever by Mary E. (Tinker) Massey — Tinker has spring fever to write, read, and produce books for children.
Acquisitions Archaeology .........................78
The Tipping Point by Jesse Holden — Paying attention to what we were talking about in 1994, Jesse wonders if the app is the next tipping point.

TECHNOLOGY AND STANDARDS
Pelikan’s Antidisambiguation ........................................8
On The Legitimization of “Mobile” by Michael P. Pelikan — Michael says with Amazon eBooks and Apple Tablets we think we are living in the dawn of the future age but he says in reality we are living in the old days.

ETC.
Charleston Conference 2011 ..................8
Future Conference Dates .................12

Against the Grain / June 2011