People Profile: Amy Hoseth
Of course, as another ATG columnist often toots, the train has left the station. It seems like we may need a new metaphor that suggests how we use.

**What is a Book Exactly These Days?**

In a recent essay in the *New York Times* Book, Joshua Cohen describes print books he schleppe to an art book conference in Berlin. The books, bundled heavily in an old travel suitcase, were an aggregate of essays that origi- nally appeared online. And not any old online, but a site dedicated to exploring the Print-into-Web and the Web-into-Print world.

The books were aimed at the art and book markets in Europe which the author noted are differently than U.S. publishing. In Europe, where eBooks are only 1% of books sales, and reader and consumers seem largely indifferent to all the hubbub about eBooks in the U.S. In Berlin people read books, books with paper pages, and they are happy. And they read a lot, and books sell.

Germans joke that Americans just want to buy books and not read them. And what easier way to buy them but at half the hardcover price?

We might consider the implications of how we think and act about eBooks — as consumers or librarians. For once, let’s get ahead of the Annoyed Librarian in telling us what to do.

Let’s allow it to suggest to us the book is larger than any momentary version of it. What we mean by the book is only in its infancy. Let’s make it our major goal to give each reader a book whatever format it ends up in.

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**Books, Cancer, and Open Access: An Observational Therapy**

When you or a loved one is diagnosed with cancer, what you need are answers and explanations. You need easily understood stuff. You do not need the research which requires an expert to synthesize and an MD to put into action.

The Open Access movement assumes a citizen’s right of access to federally-funded research. If true, this right is vast. There might be a taxpayer’s right to just about everything.

This is a loose argument to base all claims. As law it would be hard to enforce. And why do taxpayers have a right to view the published article? An abstract, the data, a report — all would qualify as a way of disclosing the taxpayer’s supported research.

Librarians do not have much role in any of the open access models. Slightly in the gold, some in the green. Many librarians do not need to be hired to run an open access operation. As search experts we are easily dismissed as functionally irrelevant. Economic obsolescence follows. Pushing hard for open access — it doesn’t do our profession any favors.

The thinking behind open access won’t stop at journals. That’s the problem from a broad social economic view.

The squirm factor among high management in libraries is huge. They ignored open access for many years before they started to fall in line urging open access declarations. They pay lip service to the politics but deep down they must sense the contradiction. There is no need for big bosses if all the minions are eliminated.

Good medical information, based on the latest research, is everywhere on the open Web. Government Websites like those at the NIH provide consumer-directed guidelines and research updates. It abstracts or distills information and makes it knowable. Even scholarly and commercial publishers have made loads of useful information available.

In other words, there are other ways to communicate useful medical information based on taxpayer supported research. Credible, helpful, medical information, based on government-funded research, is a click or two away.

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**Against the Grain** / February 2012 

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