If Rumors Were Horses

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Welcome to our second and final installment of articles on the “Google Effect.” In this issue we hear how Google has influenced library homepage functionality, collection development practices, information literacy coursework and how to integrate Google Scholar as a “traditional” library database. We also have two articles from vendors who share how Google’s ease of use has changed searcher interface expectations and how linking from Google has increased content usage.

Jimmy Ghaphery, Susan Teague-Rector and Sam Byrd begin our issue (“Kinda Just Like Google: Presence and Variety of Search Options on Library Homepages”). This group surveyed the ARL library home pages to view the various forms of search functionality available there. They found that nearly all of the home pages included some form of search capability, and they conclude that the future of library search may rest outside current native interfaces or even the library homepage.

Michael Gorrell (“The 21st Century Searcher – How the Growth of Search Engines Affected the Redesign of EBSCOhost”) discusses how Google has changed expectations for searchers and how they expect interfaces to interact with them. His research showed that if a site is overly complex, foreign or “clunky,” users will move on to something that’s easier, even if it doesn’t have the “best” material. The article addresses how EBSCO has worked to implement changes to its EBSCOhost interface, and the challenges they faced as they sought to maintain the integrity of a “traditional library database.”

Lilia Murray (“Giggling Over Google: Using Google Docs . . .”) writes about how she uses Web 2.0 tools including Google Docs for information literacy classes. She found that using these tools can get students more enthusiastic about their work, and she attributes this to more immediate feedback and possibility of continued on page 6
From Your (frazzled) Editor:

This is the time of year that things get crazy. We are trying to open up registration for the 2008 Charleston Conference taking place in November, it’s the end of the fiscal year and one minute we have money and the next we don’t (you know how it is), and I’d rather be at the beach because it’s hot hot hot outside! Instead, your intrepid ATG staff is working on this wonderful June issue of ATG! And wonderful it is!

Beth Bernhardt and Nathan Norris have done another great job of editing six great papers on “The Google Effect,” Bruce Sanders has written a provocative Op Ed about the best way to present information to end users, Tony Ferguson’s Back Talk is about the massive downloading that Ferguson’s formation to end users, a provocative international Dateline about Blackwells and the Bodleian Library.

Well, as I’m running out of breath and room ..., We also have interviews with Tom Richardson and Chris Beckett and a delightful International Dateline about Blackwells and the Bodleian Library.

Gosh! Like I said, this issue is overwhelmingly wonderful!

And, now that the issue is finished, time to get back to ... the Conference? the budget? the beach? What would you pick?

Much love to all of you, see you in September.

Yr. Ed.

AGAINST THE GRAIN DEADLINES
VOLUME 20 — 2008-2009

2008 Events Issue Ad Reservation Camera-Ready
Reference Publishing September 2008 07/16/08 07/30/08
Charleston Conference November 2008 09/03/08 09/17/08
ALA Midwinter Dec. 08/Jan. 09 10/29/08 11/19/08

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Address: 291 Tower Drive, Saline, MI 48176.

John Cox’s “As I See It!” tells about book distribution in the age of the digital, we have two articles about addenda — one about contracts by Robert Kelly and the other about authors by Sandy Thatcher, and there is a great brand new column in this issue titled “End Users Speak Out!” by a brand new librarian, Adrian Tinsley.

More job changes! The scholarly and capable Charles B. Lowry is Executive Director of ARL, effective July 1, 2008, taking over from the awesome Duane Webster. ARL President Marianne Gaunt (Rutgers) announced the appointment via email to the ARL membership. Since 1996, Dr. Lowry has been the Dean of Libraries at Maryland. Within ARL, he has served on numerous committees, and he was elected by the membership to serve on the ARL Board of Directors for 2005-08. In his 30 years as an academic library director, Dr. Lowry has served on boards of SOLINE and Amigos as well as OCLC Advisory Committees and chaired state consortia. In addition to his teaching and research experience, he has co-founded two journals: Library Administration and Management and portal: Libraries and the Academy, which he currently edits. Charles will step down from his deanship at Maryland and take a leave of absence to lead ARL for the next three years. When this limited term concludes, he will return to teaching and research in the university’s iSchool, where he holds a tenured professorship. The ARL Board expressed its appreciation to the University of Maryland administration for making this important assignment possible.

www.lib.umd.edu/deans/deanswelcome.html
www.arl.org/news/pr/lowry-executive-director-23apr08.shtml

Golly gee whiz! One of my favorite people of all time John Chambers has joined Coutts Information Services, Inc., as Northeast Area Manager. John brings an extensive, wide-ranging background of more than 20 years in book publishing and library distribution of books and reference works in both print and electronic formats. He has been responsible for library sales for well-known firms including Blackwell Publishing, John Wiley & Sons, Inc., Simon & Schuster, Prentice-Hall, and Pergamon Press/Elsevier. John will be centrally based in New England and can be contacted at <jchambers@couttsinfo.com>. I’ll bet that Lyman Newlin (a huge John supporter) is smiling (I’ll bet that Lyman used to work for Coutts long time ago, don’t you? I’ll bet John Laraway remembers!).

John, congratulations and hope you visit Charleston some time soon!

Speaking of Blackwell’s, we have an incredible interview/article in this issue’s International Dateline section about the Bodleian Library and “Blackwells of the Broad,” as the main Blackwell’s Bookshop is known even today. The urbane, warm, and kind Julian continued on page 8
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 2008 Charleston Conference include — Beth Bernhardt, Principal Director (UNC-Greensboro) <beth.bernhardt@uncg.edu>, Glenda Alvin <galvin@ilstate.edu>, Cris Ferguson (Florida University) <cris.ferguson@famu.edu>, David Goodman <dgoodman@princeton.edu>, Chuck Hamaker <chuck.hamaker@univ.unc.edu>, Heidi Horava <hoerman@sc.edu>, Tony Horava (University of Ottawa) <thorava@uantawa.ca>, Ramune Kubilius (Northwestern Health Sciences Library) <rkubilius@northwestern.edu>, Corrie Marsh <marsh12@hotmail.com>, Heather Miller (SUNY-Albany) <hmiller@udalbany.albany.edu>, Jack Montgomery (Western Kentucky University) <jack.montgomery@wku.edu>, Audrey Powers (UF State Library) <apowers@lib.usf.edu>, John Perry Smith (Total Information Inc.) <jps@totalinformation.com>, Anthony Watkinson (Consultant) <antony.watkinson@btopenworld.com>, Katina Strauch (College of Charleston) <kstrauch@comcast.net> or www.katina.info/conference.

Send ideas by July 31, 2008, to any of the Conference Directors listed above.

Or to: Katina Strauch, MSC 98, The Citadel, Charleston, SC 29409
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Thursday-Saturday, November 6-8, 2008 — Main Conference
Francis Marion Hotel & Embassy Suites Historic District, Charleston, SC

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Washington, D.C., bearing the CQ Press imprint, and retaining all CQ Press employees under the senior management team that will remain in place, including Publisher John A. Jenkins, who will also carry the title of President of CQ Press. Founded in 1965 as a publisher of academic journals, Sage has expanded into a global education publisher of books, journals, and electronic products. In four locations around the world, Sage publishes more than 500 journals and 700 books a year encompassing 40 disciplines within the academic and scholarly arena. Merry said the sale will allow CQ to focus resources on its traditional journalistic enterprise as the premier provider of news and analysis on Congress, politics, and public policy. He added the company will expand its mission aggressively, particularly in Web publishing. The Jordan-Edmiston Group, Inc., Jordan Edmiston Group which provides independent investment banking services to companies within the media and information industries, represented Times Publishing Co. in this transaction. www.jegi.com/ www.sagepublications.com www.cqpress.com www.cq.com

And while we are on a page that allows full color, I got an email from Susan Campbell who wanted to share this photo of her grand-son Gabe. Isn’t he handsome in his Easter outfit?

Speaking of sales reps, just heard from the awesome Irv Wartell the other day. Irv retired June 1. He says he has been commuting 3-4 hours a day and he is ready for it to end. He will be staying at home in the Washington area for a while but he has family in Philly and will be spending time there as well. Irv has a soft spot for Yorkies and over the years has had sets of 2, 3, and now 2 (Sam and Trixie). His Yorkies are rescue dogs. Irv says the capable Elise Swinehart <e_swinehart@acs.org> will be taking his place. Good luck, Irv, but I will sure miss your cheerful voice on the telephone!

EBSCO Information Services has acquired Minerva Wissenschaftliche Buchhandlung GmbH (Minerva), of Vienna, Austria, from Springer-Verlag GmbH & Co., a subsidiary of Springer Science+Business Media (Springer). Founded in 1909, Minerva provides service to libraries in the areas of serials management and monograph orders as one of the subscription agencies in Austria and Hungary and has business operations throughout Central and Eastern Europe. Apparently, this new business opportunity resulted from Springer’s efforts to streamline its activities and focus on its core business of publishing. EBSCO will continue Minerva operations in Vienna. Accordingly, Minerva customers will retain their current customer service contacts and, therefore, should expect no change in their existing service.

www.ebsco.com

Speaking of sales reps (above), was talking to the energetic and wonderful Tina Feick <tinfhow@comcast.net> who retired from Swets a few months ago. Tina’s husband, a public library director, retired from his position on January 1 and she decided to spend some time continued on page 10
Suzan Yozgat — 52 years Young

Sent by Mary E. (Tinker) Massey (Serials Librarian, Embry-Riddle Aeronautical University, Jack R. Hunt Library) <masse36e@erau.edu>

We are saddened by the news that Suzan Yozgat, Acquisitions Librarian for the Hunt Library at Embry-Riddle Aeronautical University, passed away on February 19, 2008 after a battle with cancer. She had worked at the Hunt Library since 2000 as a vital part of our team. Prior to working at Embry-Riddle in Daytona Beach, she worked in the Volusia County Library System for more than a decade. She loved the Charleston Conference and was always excited to see and talk with all the librarians, vendors and publishers. Her wonderful sense of humor and her eagerness to learn will be missed by everyone who knew her.
**Bet You Missed It**

Press Clippings — In the News — Carefully Selected by Your Crack Staff of News Sleuths

Column Editor: Bruce Strauch (The Citadel)

_Fair’s Note: Hey, are y’all reading this? If you know of an article that should be called to Against the Grain’s attention ... send an email to <kstrauch@comcast.net>. We’re listening! — KS_

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**HIDDEN FUNDING GAFFES**

by Bruce Strauch (The Citadel)

Tobacco giant Vector Group, parent of Liggett Group LLC funded kicked in $3.6 million for a controversial lung cancer study that suggested annual CT scans. And the authors got a share of royalties from General Electric Corp, which makes CT scanners. None of which the New England Journal of Medicine was aware of when it published the articles.

“This has been a learning process for us,” says the journal.


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**FIVE TOP READS**

by Bruce Strauch (The Citadel)

The famous Roger Mudd lists his top five works on journalism:

1. (The Press by A.J. Liebling (Ballantine, 1961);
2. (The News Business by John Chancellor and Walter Mears (Harper & Row, 1983);
3. (The Journalist and the Murderer by Janet Malcolm (Knopf, 1990);
4. (The Elements of Journalism by Bill Kovach and Tom Rosenstiel (Crown, 2001); and


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**JPEG JACKPOT**

by Bruce Strauch (The Citadel)

A “patent troll” is someone who trolls the patent office looking for a disused patent that can be used to shake down business. Chicago lawyer Anthony Brown was one of the first to be so labeled. He found the patent for the JPEG for compressing electronic files for faster transmission and got the owners to assign it to him for a cut of the profits. Then he began suing Sara Lee, United Airlines, FTD and Sears.

But a curiosity of the patent system allows anonymous challenges to the validity of the patent and the life of the patent does not get extended by the time out period. Brown won the first one, but the review took seven years. Now a second one has been filed.


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**VOYAGING BOOK IN HAND**

By Bruce Strauch (The Citadel)

If you’ve had enough eco-touring, the literary tour is booming. Paris is an obvious one visiting the sites of the expats of the 1920s and 30s. Hemingway buffs can further broaden with Oak Park, Ill., Cuba, Africa and Spain. To Hell and Back With Dante takes tourists to the streets of Florence. You can do a Joyce tour of Dublin and Galicia Spain covers the writings of St. John of the Cross, St. Teresa de Avila, and Jack Hilt, a contemporary American writer.


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**Rumors**

from page 10

Previously digitized years 1900 to 1910 of the Tribune. Editors from Horace Greeley, the paper’s colorful publisher, influenced the abolishment of slavery, infamous presidents and politicians, and encouraged the settlement of the West. Reform-minded Greeley, whose newspaper had a circulation of more than a quarter of a million by the 1860s, helped form the Republican Party and ran for president in 1872. The fabulous Rod Gauvin is the senior vice president of publishing for ProQuest. www.proquest.com

Speaking of ProQuest and retirement (way above), guess who I just heard from the other day? The incomparable Debbie Hodges! And, guess what? Debbie was retired for how long? Three months? And she is working again! She is Academic Sales Representative for Knovel! <dhodges@knovel.com>.

And, very sad news for the College of Charleston! The amazing Kristen DeVoe, our very first Electronic Resources Librarian (and winner of the 2007 Outstanding New Librarian Award for South Carolina) is leaving the College! Kristen has been volunteering for Hospice of Charleston and has decided that is what she wants to do with her life. So – she is changing careers to attend graduate school in social work in Chicago. Her last day at the College is 11 July. Kristen plans to stay in touch and hopefully will keep writing her Innovations column for ATG (she has a cool one in this issue, p.12, about integrating Firefox and GreaseMonkey) and editing The Charleston Report. My fingers are crossed. Good luck, Kristen! And please keep in touch.

And, speaking of the College of Charleston and smiling and upbeat, we have a fantastic new Reference librarian, Adrian Tinsley <tinsleya@cofc.edu> who has done her first column about End Users (who we all want to know about), in this issue p. 74. Adrian comes to us from...

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14 Against the Grain / June 2008  

<http://www. Againstthe-grain.com>
Rumors  
from page 14

The Google Effect — Part 2  
from page 1

publishing to the Web. Lilia also discusses her work with Google’s customized search engine (CSE) to limit search results to her chosen resources and references.

Nathan Rupp (“Original Proposal: Developing a Business Library Collection in the Age of Google”) provides an interesting story on how a class assignment and inquisitive students presented new challenges for the collection development librarian. Google provided these students with easier access to expensive, market reports and the information providers themselves. Rupp notes that libraries are no longer the only folks that can play a role in negotiating, collecting, and providing access to information, and suggests that the sooner we realize this, the more relevant librarians will be to their students.

John Wenzler (“Keeping the Enemy Close; Integrating Google Scholar into the Online Academic Library”) suggests that libraries should “domesticate” Google Scholar to make the most of this tool, add it to the proxy server, and treat it the same as other library databases. Libraries should add it to the library “toolbox” to ensure library credibility and provide more exposure to their resources. He also leaves us with a question — Is Google Scholar a disruptive innovation with ambiguous implications for the future of academic libraries?

Finally, Bruce Heterick (“Measuring the ‘Google Effect’ at JSTOR”) shares the effects of allowing Google to index the journal content preserved in JSTOR. Google has increased the “girth” of the linking Web and in doing so, increased the exposure and use of JSTOR content. He concludes that we are just beginning to see institutions, publishers, and providers begin to measure the “Google Effect” and distill usable lessons from those experiences.

Thanks go to all of you for contributing to these last two issues! Here are the things that we have learned from this project:

1. There is indeed a “Google Effect,” and it is far-reaching!
2. While Google can be perceived as a threat, our writers have suggested that libraries and vendors take a proactive approach. For vendors this means additional resources to support content exposure and meet user expectations. For libraries, this means embracing Google tools, integrating Google Scholar into library resource lists and offer search options on our library home pages.

Google and similar tools can also be used to promote information literacy, additional information resources and services and our own expertise.

3. Finally, as information professionals, we must become experts on Google just as we strive to be with all of our information offerings. This means not only understanding the content & features of Google Tools and “databases,” but also their shortcomings, particularly in regard to searching and linking.

We thank you for the opportunity over the last two issues, and we welcome your comments! (Please send to <kstrauch@comcast.net>.)
and by working with gaming professionals, EBSCO Publishing (EBSCO) has introduced a new interface which combines the need for a simplified search experience with in-depth functions.

Web 2.0 — a label for recent advances in technology (AJAX, etc...) that provide a richer experience for the user, as well as a shift in the way modern Websites approach the user experience — putting the user at the center of the experience, has had a profound effect on user expectations. While the term Web 2.0 may mean different things to different people, it is clear that Websites today are using technology that make pages seem more powerful and “fuller” than they’d been in the past. For example, the hovers that NetFlix or Google Maps show over a movie image or street address have become familiar — users put their mouse over an image or icon and wait for the screen to react — showing a ‘bubble’ of additional information right there on the page — no delay with clear cause and effect — completely logical and helpful.

Similarly, it has become extremely common for sites that rely on users finding information on their site (Amazon.com, Walmart, Land’s End) to allow users to narrow results by clicking on categories on the left bar. Likewise, many sites use a multi-column layout, putting related but less central information in the far right column. Examples of this include cnn.com, nytimes.com, and facebook.com. Many sites have developed useful tools to help users accomplish specific tasks, for example, kayak.com uses sliders to adjust flight times.

Reviewing these sites and features expanded the designers’ notions of what could be possible. Web 2.0 has raised the bar.

Working with The School of Library and Information Science’s (SLiS) ScanPath Usability Lab at Kent State University, EBSCO began to investigate how EBSCOhost functions from a user perspective. At each step in the research process analysis was performed to determine what worked well and what didn’t. Eye tracking tests showed that important functions were being overlooked or were not located where users wanted to find them. Language and terminology was tested. Other tests at other universities and public libraries were also used to validate assumptions and test new design ideas. Goal-oriented analysis helped the team focus its analysis and designs. At each step the desire was to make sure that users’ actions would feel natural, familiar and logical.

One of the user behaviors that had been noticed in testing was “Find Box behavior.” If users were given a search task, once they saw a Find Box on the screen, virtually all else was ignored. They typed words in the find box and then clicked enter. Participants explained that it was quickest to enter the search term and then refine within the results screen.

With this data in mind, the team set out to provide logical ways to provide the user with a full array of meaningful and logical options to refine, narrow and explore the results in a way that was intuitive.

The design team felt that using these approaches for presenting and organizing information for users on a research Website could add to its usability and appeal, so they looked for opportunities to use these Web 2.0 approaches, focusing on the EBSCOhost result list.

Key features were added, such as including a snippet of the abstract in line with results, a dynamic date slider to narrow in on a specific date range, article preview hovers, expandable/collapsible sections for subject, author, publication clusters, and related information panels. One of the most commonly sought after features, limiting to full-text articles, was also made available in a prominent spot on the result list — when the user is thinking about full-text results.

Additional functionality is available in advanced search, including the ability to choose subjects, preferences, databases, limiters and thesaurus terms. For instance, limiters are now presented in two columns which means users no longer need to scroll down a long page of options. Users can also mouse over preview options providing them with detailed descriptions of databases from the Choose

Endnotes

1. Alexa is a Website ranking site. This sequence was retrieved on February 4th from this URL: http://www.alexa.com/site/ds/top_sites?xs_mode=global&lang=none.
2. Jakob Nielsen is a renowned usability expert, and this text was copied from his “Usability 101” article at this URL: http://www.useit.com/alertbox/20030825.html.
The ability to imbed a Google Custom Search Engine on various Websites provides convenient access for users. Located on the search engine’s home page are links to host it on one’s Google homepage, blog, or other Website. At the author’s institution, search boxes were added to both the Internet Resource Guide Webpages as well as to Library on Blackboard pages; the latter is part of the library’s integration in course management software (visit http://lib.murraystate.edu/ hislinks.html, http://lib.murraystate.edu/hb/history. htm). Statistics have shown high usage of the Google Custom Search Engines. The History CSE has already received 531 queries in five months (Murray, 2008).

Through CSEs, reference librarians can basically build a better Google, creating customized search engines that are tailored to their liaison departments. Librarians choose which Websites are only included in the index, or, as an alternative, which ones will be re-ranked to receive special status. In its simplest uni-directional approach, this lets students search all the recommended sites at once, saving them time and frustration. Inviting students to participate in the creation of a CSE that relates to a topic of their choosing provides an exciting motivational factor promoting another interactive teaching tool.

Conclusions
Reference librarians teach patrons how to locate, evaluate, use, and create information. In the past, many information literacy projects and reference services were dry and un-engaging. Recently however, technological advancements and the development of Web 2.0 have enabled a more interactive pedagogical approach. Google Docs and Google’s Custom Search Engines are just two tools “characterized by user participation, openness, and network effects” that help motivate students and improve interactive teaching (Musser, 2007, p. 12). Not only are Google’s services simple to use, they are also immediately rewarding, qualities that encourage student engagement (Cirasella, 2007).

Most of the challenges were based upon group work, rather than with the technology itself. Originally, some students didn’t work well this way; a few introverted learners found it difficult to share comments while a small number of aggressive ones manipulated the situation. However, in the end it nurtured self-confidence as well as patience, tolerance, and understanding via problem-solving and peer discussion. The expectation of instant feedback from fellow students or from the teacher was a powerful motivator. Yet perhaps the greatest reward was that Google Docs and Custom Search Engines made teaching and learning more fun.

References

Partial List of Custom Search Engines Created by Reference Librarians at Waterfield Library, Murray State University: Art: http://www.google.com/coop/cse?cx=001517412307533037157%3A348wco_s.pm
Chemistry: http://www.google.com/coop/cse?cx=014534803946696540458%3Ajurnpcq5pok
English & Philosophy: http://www.google.com/coop/cse?cx=014534803946696540458%3A4j7ntplbyof9g
History: http://www.google.com/coop/cse?cx=001517412307533037157%3Akgze5oo3ulc
Modern Languages: http://www.google.com/coop/cse?cx=001517412307533037157%3A0gl442l
Music: http://www.google.com/coop/cse?cx=001517412307533037157%3Ad_e77gwne
Nursing: http://www.google.com/coop/cse?cx=014534803946696540458%3A6zzdja2w58h
Psychology: http://www.google.com/coop/cse?cx=014534803946696540458%3A5khh1r1eazj8
Theatre & Dance: http://www.google.com/coop/cse?cx=001517412307533037157%3C 4a1v11zh1b

Rumors
Lightning Source manufactures. Kent Watson is Executive Director, Publishers Association of the West and J. Kirby Best is President and CEO of Lightning Source Inc. The Lightning Source book, Tennessee’s Civil War Battlefields: A Guide To Their History and Preservation, published by AuthorHouse, has been selected for the quality award for Digitally Produced Book One Color. www.lightningsource.com

The New York Times (May 27, 2008) had an interesting article. Seems that Google is refusing to post their privacy policy on their Website because it violates their concept of the “Spartan home page.” See “Google Fights for the Right to Hide Its Privacy Policy,” by Saul Hansell. Actually, remember that my father, who is a Spartan, told me back when I broke my elbow (which I told you all about) that I needed to respect my Spartan ancestors and not be a wimp about my elbow. (See JTG v.19 no.2) So I am sympathetic.

While we are on PODs, wanted to let y’all know that Lightning Source Inc. has received formal recognition for the outstanding printing and binding production quality for both its monochrome and four-color digitally manufactured books. Publishers Association of the West announced that Lightning Source will be presented with two PubWest Book Design Awards for the quality of the books that

continued on page 44
S omeone once told me that statistics are like bathing suits: what they reveal is interesting, but what they conceal is essential. Over the past 24 months, since Google began indexing the journal content preserved in the JSTOR archive and making that content discoverable in Google and Google Scholar, we have had the opportunity to gather usage, access, and linking statistics. These statistics reveal the changing dynamics of content discovery, and provide insights into how faculty, students, and scholars will use JSTOR for their future research and pedagogical needs. We have also witnessed the “Google Effect.” JSTOR has had organizational, operational, and strategic effects that statistics do not always reveal.

By almost any statistical measure, use of the JSTOR archive has grown at a rapid pace since the introduction of the first JSTOR collection in 1997.

In 2007, there were over 500 million significant accesses to the JSTOR archive (an increase of 38% from 2006), including over 137 million articles viewed. (See FIGURE I.) There are many contributing factors to this growth in usage: an increasing number of participating institutions (~4,500); an increasing number of titles available in the archive (~800); as well as a general increase in the availability (and acceptance) of digital content in the humanities and social sciences over the past decade. There has also been an appreciable increase in the link referrals that JSTOR has received over the years from resources with whom we have a designated linking relationship (e.g., Research Papers in Economics (RePEc), History Coop, MathSciNet, Cross-Ref, SFX, etc.). JSTOR has approximately 38 such relationships at this point, and in 2007, they drove over 6.5M links to JSTOR (See FIGURE II).

Successful links into JSTOR from these partners increased by 27% from 2006 to 2007, following a 23% increase from 2005 to 2006. Those sizeable increases, however, are dwarfed by the increase in links from “unknown” sources (links from requestors who do not have a formal linking agreement with JSTOR, and therefore, we can’t discern their exact origin). Typically, these are links from library OPACs, faculty course syllabi, and other Websites that have captured the stable URL link for a JSTOR article, but have not been assigned an “origin parameter” by JSTOR. From 2005 to 2006, the number of links from this category grew by 581% to over 23 million; and in 2007, that number grew again by 117% to over 50 million (See FIGURE III). Research into the JSTOR Weblogs attributes this marked increase to: (a) libraries that have incorporated a Google search box in their library homepage or portal; (b) Internet Service Providers (e.g., AOL, Comcast) that have done the same; and (c) Google crawling Websites that have a substantial number of JSTOR links (e.g., RePEc).

Got a Mother’s Day email from Farfuri Xhaja of Albania! Remember Farfuri? She was a Boggle scholar who came to Charleston from Albania. We interviewed her in ATG in issue v.8 no.5? Farfur is doing well. She is still working in the Albanian National...

Reviewed by Todd Rix (Instruction and Electronic Resources Librarian, Coker College) <trix@coker.edu>

Can you imagine a library today without a Web portal? Similarly, could you imagine a MLIS/MLS program today without Web development coursework? As a recent MLIS graduate and successful survivor of the job search market, Web development skills are a requirement in today’s job market. School library media positions require Web design skills to keep up with classroom teacher’s Websites; archivists are frequently creating Web portals to showcase digitized collections, and we beleaguered academic librarians are creating extensively detailed library Web pages that need to be updated frequently. For those librarians that need a refresher course in HTML or are new to Web design altogether, Crash Course in Web Design for Libraries by Charles P. Rubenstein provides a basic Web design foundation. Will you be building dynamic Websites with Flash graphics after reading this book? No, of course not — but you will have the basic tools needed to create a Website for your library.

Crash Course is laid out in ten chapters, and each chapter builds on the skills learned in the previous chapter. There are ample drawings, photographs and diagrams throughout the book — especially helpful in the more difficult topics in the last few chapters. Dr. Rubenstein created a fake library Website (it is a real Website for a fake library) to use for examples throughout the book, and he recommends taking the code from this Website and customizing it for one’s own library Website. Code “pinching” and tweaking is a common and acceptable practice, as long as one credits the original coder in the comments field of the HTML code.

Rubenstein begins the book by introducing HTML concepts, including some of the tools needed to properly code a Webpage. He recommends using Microsoft Word to code HTML, which I disagree with wholeheartedly. MS Word adds a lot of extraneous HTML code that does not “play nice” with every Internet browser, even Microsoft’s own browser, Internet Explorer. This extra code requires an additional cleanup step before launching the Website. Rubenstein does mention Word’s HTML shortcomings later in the same chapter, but why bother to use something that requires an extra cleanup step? I would rather use Notepad or WordPad, both of which are included with recent Microsoft operating systems.

Rubenstein does an excellent job explaining HTML and Web coding at the right level for working librarians, providing just enough detail and jargon to explain the concepts without overwhelming the reader. Obviously, the reader builds upon the knowledge gained in each chapter: text formatting leads to images and email links, and eventually cascading style sheets, tables and dynamic Web pages are explained. Another strong point of the book is the teaching of consistent file-naming conventions and organization. By keeping file names similar throughout a Website, it makes it easier to update and improve the Website in the future. Keeping the HTML file folders organized properly is an often overlooked feature of Web tutorials. Once again, consistent organization makes it easier to update the Website at a later time.

Crash Course in Web Design for Libraries is an excellent resource for those librarians who are new to HTML and Website development as well as those of us who need a brief refresher course. Is it a stand-alone resource? Probably not, but it certainly is solid enough to be the foundation of a great Website development book collection.

Anyway, I perked my ears up when I heard that the ACM (the Association for Computing Machinery) had chosen the Charles Babbage Institute (CBI) as the repository for its extensive collection of internal ACM records, conference proceedings, research-based journals, magazines, and the personal papers and edited interviews of legendary figures that span the history of computing. These historical records, from the beginnings of the field in the late 1940s, capture the activities of ACM’s many Special Interest Groups that focus on specific areas of computing. They also track the growth of hundreds of ACM professional and student chapters, which have attracted computing professionals, practitioners, and researchers around the world. CBI will house the collection at its Center for the History of Information Technology at the University of Minnesota in Minneapolis. The ACM collection at CBI includes the services of a professional archivist to work in residence as well as a dedicated student support staff. It will offer an online search function with access to detailed historical and content information.

Just got this email from the fabulously effective Doina Farkas <DFarkas@fesl.edu>! continued on page 59

<http://www.against-the-grain.com>
The American Economic Association Announces New Journals!

Four New Journals in 2009!

The AEA is launching four new peer-reviewed journals:

- The American Economic Journal: Economic Policy will examine the role of economic policy in economic outcomes.
- The American Economic Journal: Macroeconomics will feature studies of economic fluctuations and growth.
- The American Economic Journal: Microeconomics will accept articles on microeconomic theory, industrial organization, and aspects of international trade, political economy, and finance.

Like the American Economic Review, the Journal of Economic Literature, and the Journal of Economic Perspectives, the new journals will be available in print and online. The AEA also publishes EconLit.

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**Interview — Tom Richardson**

from page 58

in Clinical Medicine are available as part of a subscription to the Journal.

**ATG:** What do you do for fun? Family? Reading? Tell us a bit about yourself and how you got into the business of medical publishing. What changes have you seen in your career? Any predictions for the future of the industry?

**TR:** At heart, I’m a performing musician. It’s a great pleasure for me that I’m a member of the world’s first international, open access library rock band, The Bearded Pigs (www.beardedpigs.org). We perform at library meetings when enough of us are there, with the annual MLA meeting as our highlight event of the year. Also, my eight-year-old daughter and I recently performed in a community theatre production of The Music Man.

I came into medical publishing totally by accident; I had been working at a direct marketing agency and wanted to move into a client side position. Seventeen years later, I’m still here!

My hopeful prediction for the future is that librarians and publishers will learn to work together to improve scholarly communication. I recently took part in a meeting that included AAHSL librarians and scholarly publishers representing various publishing associations; the goal is to establish a long-term forum for working together. It was a great session that we hope is the start of something special.

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**Rumors**

from page 54

After fifteen years as Head of Technical Services and Head of the Contracts and Development Office at the University of North Texas, Doina retired as of May 2008! Then, guess what? Doina moved back to Jacksonville, FL and accepted the position as acquisitions librarian at the Florida Coastal School of Law. Doina says she always liked law libraries and worked at the UNC-Chapel Hill law library in the mid-late 80s. She says she still has a few good years to contribute to the profession! I am sure that all of us agree! And, I have to identify with this because yours truly worked in the UNC Law Library once upon a time as a student worker. Gosh! Isn’t it a small world. Glad to have you back, Doina!

And, I didn’t tell y’all why Doina (above) was writing me, did I? Well – she wanted a subscription to yours and my favorite journal, Against the Grain! Like wow! Have you renewed your subscription? Well, if not, you won’t be reading this issue right now. Maybe later!

As we go to press, I have just had the sad news that the wonderfully passionate, committed, and brilliant Matthew J. Bruccoli has died. Dr. Bruccoli succumbed at his Heathwood Circle home in Columbia, surrounded by his wife and children. Dr. Bruccoli was a workaholic on a mission and was said to work every day including Christmas and Thanksgiving. He worked up until about a month ago when he was diagnosed with a brain tumor. As we all know, Matthew J. Bruccoli’s proudest achievement, among many, was the 400-volume Dictionary of Literary Biography. Says Richard Layman, Bruccoli’s business partner for 32 years. “He was the most remarkable scholar of 20th century literature of his generation. Nobody comes close. He was a teacher above all.” How lucky we all were to have Dr. Bruccoli speak at the last two Charleston Conferences and write his regular Against the Grain columns. May he rest in peace. I’ll bet he is starting a publishing company up in heaven right now! See “Matthew J. Bruccoli: ‘He was a teacher above all’,” by Lee Higgins <lhiggins@thestate.com>. www.thestate.com/local/story/425312.html

And just ran into this thought-provoking article that reminded me of Dr. Bruccoli and his devotion for the printed book. The article’s in the July/August Atlantic Monthly and is called “What the Internet is Doing to our Brains: Is Google Making Us Stupid?” by Nicholas Carr. Besides alluding to Hal in Stanley Kubrick’s 2001: A Space Odyssey, the article, among many other things, talks about how the online world is changing/has changed our reading habits and changing the way we think, and changing the way we process information. Has the Web changed the way we focus? Our ability to concentrate? Are we allowing computers to take over everything to the point that we will become robotic? The article makes some statements from anecdotes and limited observational data. Still, it is worth a read especially since the last two issues of ATG have focused on The Google Effect. www.theatlantic.com/doc/200807/google

continued on page 71

Against the Grain / June 2008

<http://www.against-the-grain.com>
Is the Author’s Addendum a Solution to a Problem or Just Another Problem?

To sum up, the author’s addendum is (1) misleading to the extent that it is based on an incomplete understanding of the causes of journal price inflation, (2) superfluous in recommending reuses that are already allowed under most publishers’ policies, (3) too blunt an instrument for dealing with the many important differences that exist between publishing in the sciences and publishing in the humanities and social sciences, (4) insufficient for protecting publishers’ investments to the extent that some versions recommend giving publishers only nonexclusive rights, (5) legally questionable insofar as it relies on an opt-out procedure for publishers’ acceptance, (6) confusing when it relies on unviable distinctions like commercial versus noncommercial use, (7) troubling to the degree that it fosters an even greater digital divide between book and journal content, and (8) systemically reallocative because it will undermine an important source of revenue for supporting journal and monograph publishing by university presses, complicate the process of negotiating contracts with authors, and thereby increase the financial burden for the universities that currently support presses. Is this, then, really a solution to a problem or just another problem? Surely, there must be a better way of achieving the aims of wider distribution of scholarship, which is after all the basic mission of a university press, than to set up an antagonistic relationship between faculty and university presses that will have to be mediated ultimately by university administrators and their lawyers.

Rumors

from page 59

Speaking of the Google effect, did you see that the venerable Encyclopaedia Britannica is going wiki? It is “about to launch a new initiative … [the main thrust … of which] is to promote greater participation by both our expert contributors and readers. Both groups will be invited to play a larger role in expanding, improving, and maintaining the information we publish on the Web under the Encyclopaedia Britannica name as well as in sharing content they create with other Britannica visitors. A complete redesign, editing tools, and incentive programs will give expert contributors and users the means to take part in the further improvement of Encyclopaedia Britannica and in the creation and publication of their own work.” Britannica further states: “Encyclopaedia Britannica will continue to form the core base of knowledge

continued on page 85
modules which a library can license independently to meet document delivery or current awareness needs in the most effective way. And of course, libraries and end users are the customers whom our publisher partners want to serve through the publication platforms we build, so all of the services I’ve just talked about are ultimately designed to meet their needs — whether it’s by integrating software and content with the tools used by these groups (such as bibliographic managers or RSS readers), or by adhering to industry standards such as COUNTER and OpenURL.

In a world where technology is easier to manage and increasingly inexpensive, why do publications work with companies like Ingenta?

We’re increasingly finding that the evidence does not bear out the assumption that technology is becoming easier to manage. In a world of evolving industry standards, demand for more advanced “bells and whistles”, semantic web developments and visibility amongst the vast array of content on the Web, publishers are under pressure to conform to the latest standards, regularly roll out new features and functionality in line with technical advances as well as ensuring their technology is robust, scalable and future proof. A challenge which can be a distraction from publishers’ core area of expertise (publishing) which in turn can impact on ROI as technology choices are critical to the success of publishers’ businesses. As a result, we’re finding that demand for the support of an established technology partner remains strong.

Back Talk
from page 86

I think we cannot help but feel some of each emotion. I am leaning toward sending the existing downloaders emails asking them to provide proper attribution and to also strengthen the language in the click-through instructions stating that in the future readers MAY NOT download materials for further distribution. I think this is justified since while our students may have given us permission to put things up on the Web, we didn’t ask, and I don’t think they had in mind giving permission for 15 or 1,500 libraries and other organizations to make copies of their theses for posting on their sites. Unfortunately I am also considering assigning someone to go through the 4,000 plus pre-1923 Google Book Select entries in which the words Hong Kong appear to find full text materials for our own electronic collection. Can I forbid others to do what I want to do? What do you think we should do? Please drop me a line if you have an opinion <ferguson@hkucc.hku.hk>.

Endnotes

Rumors
from page 71

and information on the site, though the material created by contributors and the user community, which each member will control and be credited for, will be published alongside the encyclopedia. *Encyclopaedia Britannica* itself will continue to be edited according to the most rigorous standards and will bear the imprimatur ‘*Britannica Checked*’ to distinguish it from material on the site for which *Britannica* editors are not responsible.” See “Encyclopaedia Britannica Goes – Gasp! – Wiki,” by Josh Fischman, Chronicle of Higher Education, June 6, 2008. www.chronicle.com britannicanet.com/?p=86

Tis the season to be collaborating … Look at our interview with the astute Remmel Nunn about Crossroads in this issue, p.56. And, another interesting development. The Association of College and Research Libraries (ACRL), the Association of Research Libraries (ARL) and SPARC (Scholarly Publishing and Academic Resources Coalition) have released a new series of bookmarks in the Create Change campaign, which targets scholars in different disciplines with messages about the benefits of wider research sharing. Librarians can use these freely available files to enhance their efforts to engage faculty interest in changing the way scholarly information is shared. The Create Change Website emphasizes the rapid and irreversible changes occurring in the ways faculty share and use academic research results. www.createchange.org www.acrl.org www.arl.org www.irl.org/sparc

Did you see the information that we posted on the ATG News Channel (5/13/08)? I am posting a Rumor most every day. Bad, bad, if you didn’t!! Anyway, there was a lawsuit filed against Georgia State University by three publishers – Oxford University Press, Cambridge University Press, and Sage Publications. The publishers take issue with how Georgia State is handling electronic reserves. The Chronicle of Higher Education interviewed Lolly Gasaway, ATG’s expert on copyright, about this lawsuit which alleges that Georgia State professors infringed publishers’ copyrights by “inviting students” to download, view, and print material from thousands of copyrighted works. The outcome of this lawsuit could have implications for how colleges distribute course material online.

We told you last time about Choice’s move into new digs in late 2008 or early 2009 (ATG, V.2008, p.12). Check out these photos of the construction project and see how Irv looks in a hard hat! www.flickr.com/photos/acrl/sets/72157604368374700/

And – last but not least – wanted to let you know that the New England Journal of Medicine has selected Atypon for its new integrated content delivery platform. There is a certain symmetry to this which is why I picked it as our last Rumor. ATG has interviews in this issue with both Tom Richardson of NEJM and Chris Beckett of Atypon. Like, cool! www.atypon.com content.nejm.org/ www.massmed.org/