June 2008

If Rumors Were Horses

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Recommended Citation


DOI: [https://doi.org/10.7771/2380-176X.6354](https://doi.org/10.7771/2380-176X.6354)

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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
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.

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. ☺

Re: Sending a Letter of Complaint About the Massive Downloading that is Happening

Most of you heard about the massive downloading that is happening and the 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 the Web allows.

In his column “In My Humble But Correct Opinion,” Rick Anderson tells us why he’s a librarian, and Phil Hallman talks about documentaries in “Media Minder.”

As i See It!

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! (you know how it is), and I’d rather be at the beach because it’s hot hot hot outside!

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.

Letters to the Editor

Dear Editor:

Congrats. You outdid yourself again! The latest issue of ATG (v.20#2, The Google Effect, — Part 1) is excellent! Now what do you need for conference planning?

All my best,

Corrie Marsh
Associate University Librarian
Hong Kong University of Science & Technology
<ltbcmarsh@ust.hk> ☺

Rumors from page 1

While we are on all this new job business, our own Deb Vaughn (see her book review column, this issue, p.54) has been promoted. As we all know, Deb left the Addlestone Library several years ago to take the job of Director of Assessment in the Office of Accountability, Accreditation, Planning and Assessment. Well, Deb has been so successful that she will soon be Director of Undergraduate Academic Services! Did we tell you that Deb is also pregnant! Her baby is due in September – in her spare time! Hooray for Deb and the little one!

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 SOLINET 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 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 (y’all know 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

<http://www.against-the-grain.com>

AGAiiNST THE GRAiN DEADLiNES

June 2008

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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2008 Charleston Conference — 28th Annual Issues in Book and Serial Acquisition

Call For Papers, Ideas, Conference Themes, Panels, Debates, Diatribes, Speakers, Poster Sessions, Preconferences, etc. ...

2008 Theme — “The Best of Times ... The Worst of Times”

Wednesday, November 5, 2008 — Preconferences and Vendor Showcase
Thursday-Saturday, November 6-8, 2008 — Main Conference
Francis Marion Hotel & Embassy Suites Historic District, Charleston, SC

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@ilstu.edu>, Cris Ferguson (Furman University) <cris.ferguson@furman.edu>, David Goodman <dgoodman@princeton.edu>, Chuck Hamaker <mhamaker@uncc.edu>, Tony Horava (University of Ottawa) <thorava@uoottawa.ca>, Ramune Kubilius (Northwestern Health Sciences Library) <rkubilius@northwestern.edu>, Corrie Marsh <marsh12@hotmail.com>, Heather Miller (SUNY-Albany) <hmiller@uamail.albany.edu>, Jack Montgomery (Western Kentucky University) <jack.montgomery@wku.edu>, Audrey Powers (UFSC Tampa Library) <apowers@lib.usf.edu>, John Perry Smith (Total Information Inc.) <jps@totalinformation.com>, Anthony Watkinson (Consultant) <anthony.watkinson@bostonworld.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 843-723-3536 (voice) 843-805-7918 (fax) 843-509-2848 (cell)
<kstrauch@comcast.net> http://www.katina.info/conference

Rumors
from page 6

(Toby) Blackwell has given the Bodleian Library and the awesome Sarah Thomas (Bodley’s Librarian and Director of University Library Services at Oxford University) five million pounds to modernize the second Bodleian library building. The new new Bodleian will have a main hall — Blackwell Hall — for exhibits of the famous collections for public viewing, for researchers to study the collections, and much more. Read our interview, this issue, p.82.


CQ Press, the book publishing unit of Washington-based Congressional Quarterly Inc. (CQ), has been sold to Sage, the independent academic publisher based in Thousand Oaks, California. The sale was announced jointly by Robert W. Merry, CQ’s President and Editor-in-Chief, and Blair Simqu, Sage’s President and CEO. CQ’s corporate parent, Times Publishing Co. of St. Petersburg, Florida, announced on January 3 that it would divest CQ Press in order to direct investment resources to other opportunities, notably the core CQ publishing business and the company’s newspaper, The St. Petersburg Times. As we all know, CQ Press publishes about 100 new titles a year with a growing and authoritative list of textbooks and reference titles focusing on political science, mass communication and related disciplines. Sage plans to keep CQ Press intact as a separate division based in 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/ sagepublications.comwww.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 grandson 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 he 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 <TinHOW@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, 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)

Editor’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 <kstrauca@comcast.net>. We’re listening! — KS

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.


FIVE TOP READS by Bruce Strauch (The Citadel)

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


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.


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.


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 <tinsley@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

continued on page 16
the University of Pittsburgh. And though she just had serious back surgery, I tell you it didn’t slow her down a bit. She just kept working and working and working and tried to ignore the pain. Like I said, read her first column, this issue, p.74 and send her ideas for more columns from the end user perspective.

I guess this is old news now, but it’s still shocking! Microsoft never quits, right? From the New York Times, May 24, 2008 — “Microsoft says Friday that it was ending a project to scan millions of books and scholarly articles and make them available on the Web, a sign that it is retrenching in some areas of Internet search in the face of competition from Google, the industry leader.” See “Microsoft Will Shut Down Book Search Program,” by Miguel Helft. Microsoft was partially funding the Internet Archive but Brewster Kahle says they have enough money “...for a while ... and [eventually] funding will come from the public sphere” U of Toronto and other libraries plan to continue with the project. And this from Techdirt, the Insight Company for the information age — “... Microsoft ... is handing over the scanning systems it put together to its various library partners and hoping they’ll continue scanning on their own, saying: ‘Based on our experience, we foresee that the best way for a search engine to make book content available will be by crawling content repositories created by book publishers and libraries.’”

www.nytimes.com/2008/05/24/technology/24soft.html?_r=1&th&emc=th&

Just heard right now from the awesome Pete Binfield <pbinfield@plos.org> (once with Sage). Well, as you can tell from his email address, Peter has moved on, as they say, and is now working for the Public Library of Science, where he is Managing Editor of PLoS ONE (their largest journal). Peter says he is planning to come to Charleston in November and is hoping to submit a paper proposal shortly. By the way, have you submitted your paper proposal yet? www.Katina.info/conference

And, wonder of wonders, the fantastic Lolly has given us permission to post her copyright columns on the ATG News Channel. We hope that will be happening shortly! Stay tuned! www.against-the-grain.com

And the always on the ball John Riley sends us this link about the Microsoft book search project. www.oregonlive.com/business/oregonian/index.xsf?base/business/121167533184710.xml&coll=7

And be sure and read John’s column, Library Marketplace in this issue, p.55. It’s truly fascinating. Want to know all about algorithms, making print books from the Web, PODs, and ghosts in libraries? See this issue, p.55.

Speaking of PODs (Print on Demand books), as John points out, Amazon.com is in the news for its announcement that from now on all print on demand books for sale on their Website must be printed by BookSurge, the Charleston, SC-based company which Amazon bought back in 2005. Moving right along, on May 20, BookLocker.com filed a class action lawsuit against Amazon.com in response to their attempts to force all publishers to pay Amazon to print their books. Booklocker is a POD publisher based in Maine.

We thank you for the opportunity over the last two issues, and we welcome your comments! (Please send to <kstrauch@comcast.net>).

Endnotes

The Google Effect — Part 2

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 ingenuous students presented new challenges for the collection development librarian. Google provided these students with easier 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. Send 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 readers with access to information from Google Scholar.

Finally, Bruce Heterick (“Measuring the ‘Google Effect’ at JSTOR”) shares the effects of allowing Google to index the journal content 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 useful 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 to vet 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 fixation.” 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 Database dialog.

While users can choose session-based preferences for such features as number of results and the type of abstract displayed, the library has ultimate control. EBSCOadmin (the administrative application that accompanies EBSCOhost access) remains the key, allowing library administrators to tailor-make the way EBSCOhost operates in a given library. In EBSCOadmin, defaults can be set to control a variety of features including default screens, branding, local holding information, and linking capabilities.

Making Finding as Easy as Searching

Today, searching is easy. Most browsers have a search box built into the browser itself. The challenge for traditional research databases like EBSCOhost is to make finding premium high-quality content just as easy. This means creating a usable and familiar experience for researchers that will invite them to explore the research databases comfortably, leveraging their other Web experiences to make them more effective. Changing with the times and keeping the 21st Century Searcher in mind allows database providers to ensure that the best content can be found easily.
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 Webpage. 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/bb/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%3A3a39f0wo_cpm
Chemistry: http://www.google.com/coop/cse?cx=014534803946696540458%3Afpntrpq5p9k
English & Philosophy: http://www.google.com/coop/cse?cx=014534803946696540458%3A47npley9f9g
Government, Law, and International Affairs: http://www.google.com/coop/cse?cx=001517412307533037157%3A2gskzjb0k
History: http://www.google.com/coop/cse?cx=001517412307533037157%3Akgzez05sa1c
Modern Languages: http://www.google.com/coop/cse?cx=001517412307533037157%3Ae7qynte...
Music: http://www.google.com/coop/cse?cx=001517412307533037157%3Ae7CEFqnte...
Nursing: http://www.google.com/coop/cse?cx=014534803946696540458%3Aaaxldjzu8d8
Psychology: http://www.google.com/coop/cse?cx=014534803946696540458%3Adn1h1reny8j
Theatre & Dance: http://www.google.com/coop/cse?cx=001517412307533037157%3Aavu1jnq1hhi

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 ATG v.19 no.2). So I am sympathetic.

<http://www.google.com/coop/>
Someone 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).

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.
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 of 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/googlemakingusstupid.html

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**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: Applied Economics** will focus on empirical micro issues.
- **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.
these issues, or for help in assessing options for
the publication of particular works, members of our faculty are encouraged to consult with
academic deans, campus counselors, university librarians, or academic staff in the provost’s offices.” What about the publishers that exist on
every CIC campus? Admitting as they do that
publishing issues are complex, the provosts,
one might have expected, would have advised
faculty to consult the experts on campus who
know the most about publishing. Either the
provosts have little respect for the expertise of
their own professional publishing staff, or they
simply consider us as part of the problem rather
than part of the solution. One can hardly draw
any other conclusion from such a conspicuous omission of press employees from this
list of campus personnel who are qualified to
advise faculty about publishing. Needless to
say, presses were not consulted about the CIC
author’s addendum in its preparation, nor given
any formal opportunity to comment on it after
its promulgation. We are presented with this
as a fait accompli and expected to adjust our
own business practices to it, however much
accommodating it will cost us in extra expense
and reduced revenue, with no indication that
our financial shortfalls will be offset by any
increase in operating subsidy.

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 … [t]he 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.

Technology for publishers is Ingenta’s core competence, our sole focus, which is why a growing number of publishers (more than 250 now) are seeking Ingenta’s support for their technical strategy.

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Vendor Library Relations from page 81

Harvard’s FAS vote are on everyone’s radar. Could be time for materials vendors to have another look at what it is their customers most care about. Getting themselves into the offices of library decisionmakers — vendors have always known the importance of doing that. Without at the least having a few thoughtful things to say about open access and its vendors, or by adhering to industry standards such as OpenURL and Ingenta’s, you might make a difference, vendors could lose the one kind of open access they’ve always understood.

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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 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>.

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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 britannicaen.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.arl.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.2002, 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 Atyon. Like, cool! www.atypon.com content.nejm.org/ www.massmed.org/