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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 16

The Google Effect – Part 2
by Beth R. Bernhardt (Electronic Journals / Document Delivery Librarian, Jackson Library, University of North Carolina at Greensboro, P.O. Box 26170, Greensboro, NC 27402; Phone: 336-256-1210) <beth_bernhardt@uncg.edu>

and Nathan Norris (Information Specialist, Agoos Medical Library & Information Commons, Beth Israel Deaconess Medical Center, One Deaconess Road, Boston, MA 02215; Phone: 617-632-8311) <nnorris@bidmc.harvard.edu>

If Rumors Were Horses

Big news on the horizon!! Tis the season to be moving! Last month, it was Mary Page! (see ATG, April 2008, p.1). And now, after more than 18 years (where does the time go?) the ebullient Eleanor Cook has accepted the position of Assistant Director for Collections and Technical Services at East Carolina’s Joyner Library. Her boss will be Larry Boyer, the Director of Library Services. Eleanor’s new position is also a faculty position. Her last day at Appalachian will be July 31, 2008, and, not skipping a beat, her first day at ECU will be August 1! Whew! Larry and Eleanor worked together at ASU before

Larry was appointed director at Joyner library over a year ago and they both attended UNC-Chapel Hill. Talked to Eleanor just today and she and Joe (whose sister and brother-in-law live in Greenville – family ties) were looking for a house to live in! Eleanor says that Acqnet will be hosted by ibiblio.org at UNC (more news forthcoming) and she assures me that she and her troupe will still do the skits during the Charleston Conference! Like I said, Whew! Congratulations, Eleanor! Y’all may remember that the position Eleanor has been hired for at ECU (above) was once held by the remarkable Deana Astle. God rest her soul! I am sure that Deana is clapping up in heaven with the angels as Eleanor takes over!

Heard, also that Lauren Corbett has been appointed Head of Resource Services at Wake Forest University’s Z. Smith Reynolds Library. Lauren is responsible for leading programs in collection development, acquisitions, and cataloging for print and electronic resources. She has 14 years of experience in library services, most recently holding the position of acquisitions continued on page 6
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 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.”

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. ❥

Letters to the Editor

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.

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
<lbcmash@ust.hk> ❥

AGAINST THE GRAIN DEADLINES VOLUME 20 — 2008-2009

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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 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.

http://www.lib.umd.edu/deans/deanswelcome.html

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

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The Conference Directors for the 2008 Charleston Conference include — Beth Bernhardt, Principal Director (UNC-Greensboro) <beth.bernhardt@uncg.edu>, Glenda Alvin <galvin1@ilstate.edu>, Cris Ferguson (Furman University) <cris.ferguson@furman.edu>, David Goodman <dgoodman@princeton.edu>, Chuck Hamaker <chuck.hamaker@email.unc.edu>, Heidi Hoerman (University of Ottawa) <hoerman@sc.edu>, Tony Horava (University of Ottawa) <thorava@uottawa.ca>, Ramune Kubilius (Northwestern Health Sciences Library) <rkubilius@northwestern.edu>, Corrie Marsh <cmmarsh12@hotmail.com>, Heather Miller (SUNY-Albany) <hmiller@uamail.albany.edu>, Jack Montgomery (Western Kentucky University) <jack.montgomery@wku.edu>, Audrey Powers (UFS Tampa Library) <apowers@lib.usf.edu>, John Perry Smith (Total Information Inc.) <jps@totalinformation.com>, Anthony Watkinson (Consultant) <anthony.watkinson@toppenworld.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 Blaise 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/ 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 grandson Gabe. Isn’t he handsome in his Easter outfit?

Speaking of sales reps, just heard from the awesome Irving Wattell the other day. Irving 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. Irving 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. Irving says the capable Elise Swinehart <eswinehart@acs.org> will be taking his place. Good luck, Irving, 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...
Doesn’t sound like retirement to me! Watch for husband can have much time together. Anyway, we will hear something by then!

Eleanor (way above) and Tina (above), Dan Tonkery, his wife Linda, and her good friend Janie, and our significant others (Bruce and Joe) had a lovely meal in Fiesole, Italy after the Tenth Fiesole Retreat (see www.casalini.it). But, besides eating at a scrumptious restaurant, we were talking about books and eating! As it so happens, Janie and I had both read a books by the same author (different titles) on the airplane coming over. So – we switched books for the airplane trips back home! What were we reading? I knew you’d be curious. The books were by Eric Larson and they were The Devil in the White City: Murder, Magic, and Madness at the Fair that Changed America and Thunderstruck. Both are non-fiction and are about real historical events. Thunderstruck is about the invention of the wireless and Marco Polo since you can’t tell that from the title. But I did put notice of this book up on Books in the Mail on the ATG News Channel – www.against-the-grain.com! Happy reading! And if you want to add a book to this, please submit it on the News Channel. We would love it!

Speaking of the Fiesole Retreats, the PowerPoint’s from many of the papers are now up. Be sure and look at them, especially Liz Chapman’s charming analysis of the last ten years of Retreats. Fun as well as thought-provoking! digital.casalini.it/retreat/retreat_2008.html

We told you this on the ATG News Channel – www.against-the-grain.com – under Rumors (which requires a login) but here it is again with a few changes! The incredible Tony Ferguson (University Librarian, U. of Hong Kong Libraries and regular ATG contributor of Back Talk) and the equally incredible Sandy Yee (Dean of Libraries, Wayne State University and outgoing OCLC Members Council President) have been elected to the OCLC Board of Trustees for six-year terms. And – OCLC has adopted a new governance structure designed to extend participation in the cooperative to an increasing number of libraries and cultural heritage institutions around the world. On May 20, the OCLC Members Council approved changes to the Articles of Incorporation and Code of Regulations that had been recommended by the Board of Trustees. The changes will transform the current Members Council into a Global Council that connects with Regional Councils around the world. New Members Council President is Loretta Parham (Library Director/CEO, The Atlanta University Center) who also spoke at the recent IMLS Connecting to Collections conference in Atlanta at the High Museum. Council also elected Jan Ison (Executive Director, Lincoln Trail Libraries System as Vice President/President Elect for 2008/2009.) Newly-elected delegates at large are: Poul Erlandsen (Head, Document Access Services & Collection Management, Danish University of Education), Kathleen Imhoff (Executive Director/CEO, Lexington Public Library), Lyn McKinney (Head Librarian, Billings (Montana) Senior High School) and Pat Wilkinson (Library Director, University of Wisconsin – Oshkosh). www.oclc.org

The smiling and upbeat Gita Gunatilleke sends word that she will be leaving the Open Polytechnic Library (last day of work was 6 June 2008). Gita says she is retiring from fulltime work so that she can have more time to travel and visit family and friends in Sri Lanka and New Zealand. She says she will still work in libraries for shorter spells. Here is her new email <serendi7@gmail.com>.

Did you read ATG’s interview with Dr. Mehdi Khosrow-Pour in the Dec 2007/Jan 2008 (v.19#6) issue? I hope so (and it is also posted online at www.against-the-grain.com). Anyway, Library Journal gives highest marks for IGI Global’s InfoSci-Books in its June 1st release, rating the database 10 out of 10. InfoSci-Books is a comprehensive, perpetual access database, containing over 16,000 full-text PDF book chapters from 800+ scholarly books and reference works in the computer science and information technology management fields of research. Says expert Cheryl LaGuardia, Research Librarian for the Widener Library at Harvard University, “InfoSci-Books delivers excellent content efficiently and satisfyingly. It is priced quite reasonably considering the scope and nature of the material. For all these reasons, it gets a firm 10.” www.infoSci-Books.com

ProQuest Historical Newspapers will digitize the New York Tribune, offering online continuing on page 14

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


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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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2008 Charleston Conference:

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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 DeVoec**, 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 **Grease Monkey**) 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 **ProQuest**, <http://www.against-the-grain.com>.
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 said 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&h&emc=tobc&techdirt.com/articles/20080523/1402111214.shtml

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.sxf?base/business/12167533184710.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. antitrust.booklocker.com/booklocker-files-class-action-lawsuit-ag... continued on page 26

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 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, save 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 library 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.1 4

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


<http://www.against-the-grain.com>
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 left-over.” 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/si

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 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/bib/history.htm). Statistics have shown high usage of the Google Custom Search Engines. The History CSE has already received 531 queries in five months (Muray, 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. #}

Rumors

from page 26

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 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, Tenneessee'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 y’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.

References


Partial List of Custom Search Engines Created by Reference Librarians at Waterfield Library, Murray State University


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

**JSTOR Significant Accesses | 2001-2007**

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, CrossRef, 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). JSTOR Inbound Links from Linked Partners 2001-2007

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).

**FIGURE II**

**JSTOR Inbound Links from Patners and “Unknown” 2001-2007**

As you can see, this “Google Effect” changes the scale of links from the “Unknown” origins by an order of magnitude, as compared to the links from JSTOR’s designated linking partners. Incredibly, another order of magnitude change in scale is introduced when we begin to look at the

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**Rumors from page 32**

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? Farfuri is doing well. She is still working in the Albanian National continued on page 54
Keaney has included versions of Nicholas Nickleby and Oliver Twist. Films based on novels by Dickens are not necessarily the first coming to mind when considering film noir. The listings begin in 1937 and proceed until 1964. Most of them are films unfamiliar to even seasoned viewers. Yet, many of the actors’ names — mostly British, but also American — are familiar to anyone with a basic knowledge of classic films. Vivien Leigh, Laurence Olivier, Deborah Kerr, James Mason, and even, Joan Collins have earned their way into film noir fame. This can be continued by Americans including Jane Wyman, Joseph Cotton, Ginger Rodgers, and Richard Widmark.

Keaney’s entries are invariably entertaining. Each includes a critical synopsis. Sometimes, a synopsis seems convoluted, but there is the possibility it is only accurately reflecting the plot itself. Some of these stories do not make a lot of sense. Even Keaney occasionally questions a film’s believability. Except for the films not actually seen, each film is given a one to five star rating. Anything like this is subjective, but the author has indicated to the reader his idea of the qualities of film noir in the Preface.

Besides the standard production and cast information, Keaney gives the reader something special. With each full synopsis, he has taken a quote from the movie being discussed. It is not certain how the author has selected these quotes, but they are wonderful. The camp, over-the-top quality associated with low-budget films is very evident. Three examples randomly chosen include:

You string along with me, baby, and you'll be dripping in diamonds. We're going places. [Dual Alleys, 1947]
The criminal mind. It's the dark side of the moon. [The Frightened City, 1961]
No money is safe where a woman can get her hands on it. [The Good Die Young, 1954]

Any good film reference collection should include this volume as well as its predecessor mentioned above.


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 who 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.

www.cbi.umn.edu/index.html
history.acm.org

Just got this email from the fabulously effective Doina Farkas <DFarkas@fesl.edu>:

continued on page 59

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

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 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/425132.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.

(Continued from page 459.)

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The American Economic Association Announces New Journals!

In 2009, the American Economic Association (AEA) will launch four new peer-reviewed journals! The goals of each journal are as follows:

- **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.

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(Continued from page 459.)
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 provosts’ 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 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 unavoidable 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
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.

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 Ran ganathan cousin, fair use, and how in their accustomed in-the-middle position vendors might make a difference, vendors could lose the one kind of open access they’ve always understood.

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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 britishanet.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.20#2, p.12). Check out these photos of the construction project and see how Irv looks in a hard hat! www.flickr.com/photos/acrlsets/72157603638734700/

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/