Charleston Library Conference

Efficient and Effective Funding of Open Access 'Books'

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answer was "no," since academic authors direct their work to the reader. Mathematicians, for example, do not feel that a publishers' brand is needed.

CREATING A TRILLION-FIELD CATALOG: METADATA IN GOOGLE BOOKS

Speaker: Jon Orwant - Engineering Manager, Google Books)

Reported by: Anna Fleming (Northwestern University, Galter Health Sciences Library) <a-fleming@northwestern.edu>

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Google Books Engineering Manager Orwant discussed Google's efforts to create and improve its metadata in order to increase discoverability within its growing collection. He showed examples of the challenges the team faces, including normalizing author names, fun with transliterations, interpreting FRBR rules, and disambiguating multi-volume or serial publications. Clearly, all this sounded familiar to the librarians in the audience. Factoid: as of 18 months ago, the collection included 15 million scanned books in over 480 languages. Orwant also described Google's new Digital Humanities Awards to researchers interested in linguistic analysis projects. So far, 12 awards to 23 researchers at 15 universities support projects datamining the Google Books corpus. Steven Pinker (author of "How the Mind Works," "The Stuff of Thought," and "The Language Instinct") is a recipient. Stay tuned.

EFFICIENT AND EFFECTIVE FUNDING OF OPEN ACCESS 'BOOKS'

Speaker: Frances Pinter - Publisher, Bloomsbury Academic; *Sanford G. Thatcher* – Former Director, Penn State University Press; Free-lance Acquiring Editor

Reported by: Ramune K. Kubilius (r-kubilius@northwestern.edu) - Northwestern University, Galter Health Sciences Library

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Thatcher served as responder for this session during which Pinter provided examples and models of open access book publishing possibilities from her "previous life" with Soros, and her current work at Bloomsbury. With core humanities and social sciences funding, the book format would be brought to the public arena. Calling the European-based eIFL (www.eifl.net) a "whopper of a consortium", she moved on to academics' needs and desires: independence, branding, editing, marketing, selling, and, the "mother-in-law" factor (the magnum opus copy for family). Publishers are willing to experiment, see themselves as service providers, not gatekeepers, and co-creators of value. Books are similar to ice cream- "vanilla on HTML", with a cone (print, e-book, Kindle, etc.), that can be a sundae (the "enhanced e-book"). Arguing that the Open Access STM journal funding model is not sustainable, she envisioned creation of the "International Library Coalition for Open Access Books (ILCOAB)", to aggregate funds from the

library ("make better use of funds already available"). Coalition members would have responsibilities and receive "perks" (eg. extra metadata), to reduce "free riders". Pinter acknowledged that her proposal involves a conceptual mind shift and principles of merit. The audience joined the discussion, with questions and suggestions about - subscriptions and ads, crowd funding, PDA (patron drive acquisition), POD (print on demand), and having feet in old and new camps...

THE LONG ARM OF THE LAW

Speakers: Ann Okerson - Associate University Librarian for Collections and International Programs, Yale University; *William Hannay* - Partner, Schiff Hardin LLP; *Lauren K. Schoenthaler* - Senior University Counsel, Stanford University

Reported by: Angela Rathmel (aroads@ku.edu) - University of Kansas

After introductory remarks by Okerson, Hannay presented a most lively and humorous briefing of two cases: Author's Guild v. Google and SkyRiver v. OCLC. In Google, Hannay laid out each stakeholders take, a timeline of events, and where things ultimately stand -- in the hand of Judge Chin to rule on the fairness issue. Hannay's musical prediction: "It's the boogie woogie Google boy of company G."

Hannay then clarified the OCLC issue is really two cases in one, with challenges from both SkyRiver and Innovative Interfaces. SkyRiver argues OCLC's monopoly on bibliographic data, as well as the service and market to ILL. Innovative claims OCLC monopolizes integrated library systems and ILL. OCLC moved to dismiss, citing no complaint of antitrust, but the Sherman Act is tricky and not easy to get out of. Hannay's musical prediction (a la Breakfast at Tiffany's): "SkyRiver…cheaper by a mile…"

Schoenthaler gave a lightning quick and equally engaging overview of Georgia State litigation and the Omega Watch case. The Georgia State case, out of which came the "fair-use checklist", runs through the intricately complex realm of copyright. New academic exemptions may ultimately be needed. In the meantime: rely on fair use, but don't assume without analysis, and link to content lawfully hosted on the internet.

The Omega Watch case -- important for libraries to keep an eye on, even though it's about watches – has implications for libraries' ability to lend titles purchased outside the US.