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Bet You Missed It/ From the News

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Bet You Missed It

Press Clippings — In the News

Column Editor **Rosann Bazirjian** (Syracuse University)

Cyber Print!

by **Sarah Tusa** (Lamar University)

As guardians of an informed citizenry, we should all be aware of the newest exploitation of electronic media. Christened as "teledemocracy," the emerging trend involves the use of electronic networks to disseminate political activities such as campaign efforts and debate forums. Another fledgling application within this realm is reported to be "the first live computer conference by a presidential candidate." Teledemocracy is hence heralded as "a way to bring ordinary citizens into the political process."

CompuServe and Prodigy already provide political format bulletin boards and databanks to their respective subscribers. So far, however, only three million "ordinary citizens" access such services. Also, as with every form of media, the scourge of censorship has already threatened the value of such services. Despite such reservations, however, this *Business Week* article sees much promise for democracy in cyberspace.

See — "Electronic Politics" in *Business Week* for March 16, 1992.

Piracy Strikes!

by **Twyla Racz** (Eastern Michigan University)

The theft of intellectual property, ignored until recently, may total at least \$40 billion in 1988 — approximately 15% of the U.S. trade deficit. Due to the resulting profit and job losses, multinational firms and labor organizations are pressuring the federal government to alleviate this problem. Stanberry explores the reasons for piracy including the philosophical differences between developed countries and less developed countries, historical international protection, e.g. Berne Convention, and new developments, especially new domestic legislation in the developing countries of Asia and South America long

noted for piracy. Whether these countries will enforce their laws is still an unknown factor. The author concludes that until world opinion favors strong protectionism probably through GATT, multinational corporations "will be dependent upon the combination of the domestic law of individual nations, bilateral agreements between nations, and prudent internal organization policies."

See — "The Changing World of International Protection of Intellectual Property" by Kurt Stanberry in *Publishing Research Quarterly* for Spring, 1991, p. 61-77.

More Than Just Cars...

by **Twyla Racz** (Eastern Michigan University)

Ingleton, president of Charles Tuttle, states three ways American publishers can break into the Japanese market: distribute U.S. editions; sell rights for a Japanese version to a Japanese publisher; and establish a company in Japan, the most difficult but most rewarding. This article discusses the first and third options. Although the Japanese market is very strong and should continue to grow, only a few publishers have taken advantage of this opportunity, one of which is **Harlequin**.

"Golden rules" to follow in setting up a company are listed. The exporting option, including distribution and promotion, is discussed with emphasis placed on the fact that personal relationships are critical.

See — "Selling American Books in Japan," by Nicholas Ingleton in *Publishing Research Quarterly* for Spring, 1991, p. 34-60.

What Price Information?

by **Sandy Beehler** (Cornell University)

Entrepreneurs in California are working on a new way to distribute information. The American Information Exchange (AMIX), based in Palo Alto, will act as an electronic trading floor for information. Anybody on the system can buy or sell information (AMIX takes a 10-40% commission). Operating experimentally since June 1991, AMIX uses computer technology to reverse the usual roles of buyer and seller. In addition to browsing through descriptions of offerings from information suppliers, a buyer can advertise his questions so that the seller can bring products to his attention. AMIX also provides a mechanism for buyer and seller to negotiate a contract to create customized information.

The system allows sellers to unbundle information, so that the buyer can have as much or as little as s/he wants. Another experiment programs the computer to lower the price of information automatically as it ages. AMIX provides information about the supplier of information, as well as the product itself, so that buyers can make more informed choices. It has also established procedures to solve disputes about the equality of information supplied. Look for AMIX to be "open to the public" in June 1992.

See — "Who's Buying, Who's Selling?" in the *Economist* for March 14, 1992.

Care to Make a Copy?..
by **Philip R. Dankert** (Cornell University)

Focusing on plagiarism charges against one particular scholar, this article raises many more questions than it can answer, primarily because the issue is such a "murky" one (I am sure we all remember the Oxford University Press controversy of several months ago involving plagiarism). For instance, what is plagiarism? If a scholar unintentionally copies another person's work without crediting it, is that plagiarism?...And, perhaps most controversial of all, what is the academic community's obligation to inform its members about proven plagiarism?

In this case the individual in question was finally ordered to leave the campus where he was teaching and for almost a year he held a non-tenurable field researchers' job at another institution. About the only point that both sides agree

on is that "despite the involvement of three learned societies and two universities, over a three-year period" the case ended in limbo.

This same issue of the *Chronicle of Higher Education* has a related article by the same author entitled "Critics Question Higher Education's Commitment and Effectiveness in Dealing with Plagiarism." It discusses the recent rash of plagiarism cases and notes the frustration on the part of some scholars who question whether this is an offense that is taken seriously enough by the academic community.

See — "Plagiarism Charges Against a Scholar Can Divide Experts, Perplex Scholarly Societies and Raise Intractable Questions" by Carolyn J. Mooney in *Chronicle of Higher Education* for February 12, 1992, p. A1, A14, A16.

Maxwell Again!!
by **Rachel Miller** (University of Kansas)

The collapse of Robert Maxwell's empire is providing a fascinating comparison between British and American approaches to bankruptcy. British law permits a company's creditors to hand management over to specially-licensed accountants to reorganize the company and sell off assets. With lawyers excluded from the process, the British approach is said to accomplish reorganization more cheaply, quickly and with better results for creditors than the American approach. In the case of

Maxwell Communication Corp. Plc., which is simultaneously involved in a Chapter 11 action in New York and an administration order in London, the U.S. courts for the first time have suspended normal bankruptcy procedures and granted Price Waterhouse accountants in London the freedom to dispose of Maxwell assets and begin paying off creditors without U.S. court approval.

See — "Blimey! CPAs!" by Peter Fuhrman in *Forbes*, 149 (6) (March 16, 1992), p. 110.

You Say I'm Fired?
by **Rosann Bazirjian** (Syracuse University)

This is a very interesting article on the demise of ethics in today's business world. Due to the fear of losing jobs or the necessity to eke out profits for companies, managers are taking liberties with ethical practices. Gary Edwards, President of the Ethics Resource Center, says "reaching objectives is what matters and how you get there isn't that important." This article states that as a result, lying

has become prevalent, as well as the practice of deliberately falsifying internal reports. The article continues by citing instances of some major corporations who have recently been in the headlines for fraud and other improprieties. Recent layoffs in many businesses also carry some ethical implications. Although many job reductions are necessary, Kenneth Labich claims that just as many are done to "pump up profits."

The most interesting portion of this article speaks to the development of ethics officers and the current emphasis, by some businesses, on teaching ethics to employees. This is being done in an effort to teach and show employees that ethical behavior is admirable. For example, Texas Instruments has developed a weekly column on ethics in their newsletter. General Electric employees are able to tap into specially designed software on their pc's to get answers to ethical questions. Citicorp has developed an "ethics board game" which teams of employees use to solve ethical dilemmas. Managers need to be sure that what they do fosters rather than impedes ethical conduct.

See — "The New Crisis in Business Ethics" by Kenneth Labich in *Fortune* for April 20, 1992, p. 167-176.

More Postage Or Bust
by **Sandy Beehler** (Cornell University)

The *Newsletter on Serials Pricing* quotes an article published in *GSA Today* (3/92, p. 59): There are two bills before Congress (Senate S.1846 and House H.R. 3680) that propose to eliminate the postal subsidy for nonprofit organizations, both charitable and educational. The bills would eliminate the cheap book rate most often used by libraries. ARL's Prue Adler (Quoted by ARL's Ann Okerson) describes the House bill as a

family relief tax act that calls for terminating some programs, including the postal subsidy, in order to apply savings elsewhere in the budget. Ms. Adler says that the postal coalition doesn't appear to be alarmed yet about losing the subsidy and adds that the coalition would alert libraries in plenty of time to write letters to legislators.

See — *Newsletter on Serials Pricing* for March 20, 1992.

Compound Copy Online by **Pamela Rose** (SUNY at Buffalo)

A review of some nifty online programs available to the researcher (and "if a university library...wants an individual copy of a database...that can often be arranged"!!) includes *Standard Reference Data* from the National Institute of Standards and Technology (access to mass spectra of 53,994 different compounds, among other things), and the collaboration among the American Chemical Society's Chemical Abstracts Services and other agencies called *STN*

International of 120 databases in science and medicine, including full text of some two dozen journals. CD-ROM programs mentioned include *PatentView* (Research Publications), *AIDS Information and Education Worldwide* (CD Resources), *AIDSLINE* (Silver-Platter), and *SciTech Reference Plus* (Bowker).

See — "Databases and CD-Roms" in *Science*, 256 (5053) (April, 1992).

Education Beyond 2000 by **Margaret Axtmann** (University of Minnesota)

Readers interested in educational research should look at this special issue of *Knowledge*, an interdisciplinary social science journal. Based on presentations made at the 1991 Annual Meeting of the American Educational Research Association, the contributions focus on a proposed education extension service and various proposals for redesigning

the national education dissemination system. Many of the discussions spring from recommendations made in *Education 2005*, a 1991 report prepared for the Subcommittee on Education and Labor, U.S. House of Representatives.

See — "New Models for Disseminating Education R & D" in *Knowledge* 13 (3) (March, 1992).

The Library on Indirect by **Pamela Rose** (SUNY at Buffalo)

Universities with government contracts include library costs of supporting research as one of their "indirect costs," "a practice currently under scrutiny by the government. The Defense Contract Audit Agency (DCAA) recommends that 20.8% of indirect costs for library support, although some negotiated memoranda of understanding (MOU's) have included higher percentages. The

DCAA claims such MOU's have unfairly shifted allocations to the contractees' favor. DCAA acknowledges that the blame for alleged misuse is due partly to the nature of the indirect cost system which needs reform.

See — "Stepping Up the Pressure on Indirect Costs" by David P. Hamilton in *Science*, 255 (5045) (February 7, 1992), p. 679.

PDA Coming PDQ! by **Bobbi Gwilt** (Syracuse University)

Forecast in this article is the next computer revolution, the "hidden computer revolution" which will change our lives and work more than the personal computer revolution of the 80's. Computers, telecommunications and consumer electronics are being brought together as a result of powerful computers becoming small enough to be handheld as well as the digital process and encoding information. This combination will create products and services involving computers, telephones, and televisions attractive to consumers in both the personal retail market and the business/professional market. Even the 85% of American households previously untouched by the personal computer will find it hard to ignore future developments.

Economics is part of the driving force behind this exciting science fiction like synergism. The computer industry needs to develop "computers that consumers will actually be able to use "and might need to use." Consumer-electronics companies are looking for a field not yet dominated by foreign competition. Apple, a company well placed to take advantage of the next revolution, "is virtually remaking itself as a consumer electronics company."

What are some of these products and services? A personal digital assistant, PDA, is being developed by several companies. A PDA could be the ultimate electronic secretary, small enough to fit in a jacket pocket yet able to run such programs as an electronic

appointment diary, a phone list and a to-do list. Apple has developed a computer program that uses speech recognition, hears whole sentences and does not need to be customized to only one voice. Astonishingly, this program will soon start to appear in many different home appliances, home security systems, and even in cars.

Another development: computers that read handwriting and respond appropriately. For example, simply by jotting down a meeting, noting the participants, time and place, the computer will block out the time in an appointment book, retrieve participants' phone numbers, previous minutes or relevant memos. Computers and telephones together will soon enable users to send and receive messages combining many formats of information such as video, voice, text, and graphics. Near-future computers will be able to independently search networks and news services and print a customized current awareness report on a daily basis. What does this mean? Are we poised on the threshold of the bright future long promised by technology or at a precipice of techno-stress never before imagined? The answer, if there is one, is the challenge and the opportunity that businesses face with consumers and libraries face with users: to make things understandable and therefore usable.

See — "Computers: the Next Revolution" by John Schwartz in *Newsweek* for April 6, 1992, p. 42-48.

As the TQM Turns
by **Daniel North** (University of West Florida)

Has TQM come to your library yet? Has your parent institution jumped on the TQM bandwagon? What does TQM mean for your own library organization?

Local business leaders in Pensacola, location for the University of West Florida campus, are making heavy use of the university's education, training, and consulting services in introducing TQM into their companies, according to this article by Belinda Gelman. Efforts by UWF professors Walt Wheatley, Dave Wilson, Ken Murrell and Terry Armstrong, all with years of hands-on business, academic, and consulting experience, have stimulated a rapid interest in TQM among regional businesses.

Wilson and Wheatley define TQM as "a management philosophy, totally supported by top management, that trains and empowers employees to strive for continuous quality improvement and total customer satisfaction... People get to behave the way they really want to behave, to be empowered to make necessary decisions and to have the support to get the job done. Working in teams... creates a whole different mindset." TQM is a process, and establishing trust in the organization is one of the biggest obstacles to overcome. Associated with the philosophies of W. Edwards Deming and widely adopted by Japanese business, TQM is receiving much attention in the United States. Many large TQM firms already only deal with suppliers who are also TQM companies.

The Pensacola Total Quality Area Council offered two recent TQM workshops chaired by Wilson that were enthusiastically attended by regional businessmen. Pilot projects in the community will get off the ground this year, though some employers have used

TQM for several years. According to one business leader, "we want to entice the entire business community to get involved with TQM." Wheatley says, "when corporations see a whole community dedicated to TQM, Pensacola should attract a lot of industry. Our bonus is additional jobs for our kids when they graduate."

A key TQM precept is synergism, that joint efforts are more effective than individual efforts, according to Murrell. Consequently, the manager's task becomes one of creation rather than control, and employees are empowered through cooperation, sharing, working together, and having a sense of ownership in what they produce. These should not be radical ideas to librarians who quote such favorite buzzwords as "collegiality" and "participative management." But practicing empowerment is not easy, whether for library managers, other librarians, or non-professionals. The issues of trust and empowerment may indeed be the greatest TQM challenges for libraries.

See — "Total Quality Management" by Belinda Gelman in *Nautilog* for Spring, 1992.

Reasonable Is As Reasonable Does
by **Rachel Miller** (University of Kansas)

For years authors have complained that publishers' royalty statements are hard to read and have suspected that publishers deny them their fair share of royalties. While most mistakes on royalty statements may be unintentional, a lot of money is at stake. A major point of contention is the reserve against future returns. Publishers are entitled to withhold from royalties a "reasonable" amount,

but authors question publishers' judgment of what is reasonable. Because specialized royalty audits cost more than most authors can afford, the Authors Guild has begun to underwrite spot audits and the issue may soon appear in the courts.

See — "Cooking the Books" by Dana Wechsler Linden in *Forbes*, 6 (March 16, 1992), p. 130-132.

Fee Free Foe Focus
by **Philip Dankert** (Cornell University)

Focusing on fee-based services, such as the Technical Information Service of Krannert Library at Purdue University, which are now found at more than 100 college and university libraries the author of this brief article notes that critics charge that this type of activity (an entrepreneurial operation that is "unrelated to their institutions' mission") is not appropriate for non-

profit institutions. Despite such criticism, however, it is apparent that "most libraries that operate fee-based services plan to continue them."

See — "Many Institutions Conduct Research for Companies for a Fee but Others Assail the Practice," by Suzanne M. Ward, *Chronicle of Higher Education*, February 19, 1992, pp. A29-A30.

And Now Trachtenberg?
by **Rachel Miller** (University of Kansas)

Alongside Robert Maxwell's heirs, Ian and Kevin Maxwell, a third man is under investigation—Larry Trachtenberg. A native of California, Trachtenberg met Maxwell in 1986. Maxwell bought Trachtenberg's political risk analysis firm and made him a director in a complicated web of money management companies. In that role, Trachtenberg was responsible for facilitating Maxwell's transfer from his companies' pension funds of

securities that he improperly resold and used. The question "was Trachtenberg a dupe or Maxwell's accomplice?" still remains to be answered.

See — "Third Man" by Richard C. Morais in *Forbes*, 149 (7) (March 30, 1992), p. 44.

Play It Again, Postage

by Sandy Beehler (Cornell University)

In an unpublished green paper, the European Commission has called for more competition in the EC's mail services, which are currently controlled by public monopolies. The paper recommends that all mail service in EC countries be open to private sector competition—with the exception of the delivery of letters and postcards. Competition would also be allowed in international postal services. The four big international carriers—UPS, Federal Express, TNT and DHL—are the keenest monopoly busters. They account for only about 15% of the total postal

market. Publication of the paper has been postponed several times because of protest by the postal monopolies. It will probably be released sometime in April; then member governments will have to decide which parts to endorse. The paper is modelled on a similar document on telecoms, issued by the Commission in 1987, which led to the deregulation of that industry. (Whether it means any reduction in postage fees for libraries remains to be seen.)

See — “The Mail Room Strikes Again” in *The Economist* for March 7, 1992, p. 75

Indirect Redux

by Pamela Rose (SUNY at Buffalo)

In several followup articles to the February 7th coverage of audits into use of “indirect cost” dollars by government contractors, details of the operating expenses of MIT and the University of Minnesota are outlined. While the indirect costs system may have room for improvement, the authors contend that the actual cost of doing business justifies “billing the government for its share...” Caution is advised in using caps on indirect research cost expenditures as “a potentially dangerous quick fix.” “These caps pose questions about the fundamental philosophy of supporting actual indirect costs of research.” Disparities among universities’ indirect cost

rates result from differences in public vs. private library services, as well as the service oriented culture in which libraries exist. The University of Minnesota Library Director estimates two-thirds of acquisitions costs support researchers, but reimbursement via the indirect cost system is calculated based on total number of users vs. research users.

See — “Indirect Costs are Real Costs at Massachusetts Institute of Technology” by James J. Culliton in *Science*, 255 (5046) (February 14, 1992), p. 778-779 AND “Indirect Costs at the University of Minnesota” by A.R. Potami 255 (5046) (February 14, 1992), p. 779-780.

Et Tu, Author?

by Rick Heldrich (College of Charleston)

Authorship has been a hot item in scientific journals and seems destined to remain so. The central problem seems to be twofold. First, who should be listed as an author of a scientific paper. Second, how should the authors who are listed, be listed. While these issues seem to be of only marginal interest to some, they are of keen concern for others for a variety of reasons. In many academic environments, authoring etiquette is used to evaluate candidates for tenure/promotion considerations. The intent is to determine the extent of an individual's contribution to a paper on the number and ranking of co-authors. A secondary concern is that where numerous authors are listed, only the first or perhaps the first few are typically included in abstracting services (e.g., Medline & *Index Medicus*). — The reason for concern over this problem was not addressed in this article.

The author issue is compounded by the great variety in discipline standards and even the individual preferences of authors within the same discipline. In physics and mathematics, alphabetical listing is common, some individuals prefer reverse alphabetic order, others put the doer(s)

first in order of contribution, followed by minor contributors, followed by the funded PI(s) to whom correspondence should be addressed.

The ethical issues of who should/should not be listed are debated, but not generally resolved. Does the professor who asks an exam question get listed when the question evoked a creative solution by a student? (He did list himself.) Does the clinician whose only contribution is to provide patients or patient

tissue get listed? (Some demand to be listed.) Does the patient/donor get listed? Does the head of the department or lab get listed pro forma? (Many times.)

At any rate, it is not likely that the problem will be solved soon. According to the Editor of *Cell*, Benjamin Lewin, “it’s really your (the author’s) business to decide who should be an author and who shouldn’t.” Or as *Science* magazine’s Koshland put it; “We expect the authors to know about their relative contributions.”

See — Author! Author! Do all Scientific Papers Really Need to Identify So Many of Them? *The Scientist*, 1992, Vol 6(4), page 1.

We're Not So Vain
by **Lynne Branche Brown**
(Pennsylvania State University)

A new angle on electronic publishing...

Car-rental and hotel companies are providing travel agents with on-line access to their newsletters. The newsletters contain horoscopes, recipes, trivia, soap opera summaries - and plenty of information on special offers and promotions for travelers. Agents say they remain unbiased in offering consumers advice, but the rental companies and

hotels "all but acknowledge that the system is effective in influencing some agents' decisions. Hertz says travel agents stop to read its "fun pages more than 12 million times a year." Says Hertz manager of marketing automation, Carol Gleason, "we don't do it because we're vain."

See — "Tracking Travel" by Jonathan Dahl in *The Wall Street Journal* for April 1, 1992, p. B1.

Even in Death
by **Adrian Alexander** (The Faxon Company)

The May 15 issue of "Wine Spectator" magazine reports that Robert Maxwell's wine collection was auctioned at Christie's in London on March 26, bringing prices "well above their nominal values." The same vintages from another collection were sold at a Christie's auction the same afternoon, but brought much lower prices. One

imperial (6 liter bottle) of 1982 Chateau Figeac, which had once been photographed cradled in Maxwell's arms, sold for \$960, more than twice the market value. The entire collection brought \$162,000. The Christie's auctioneer who handled the sale said, "People just wanted to have wines from Maxwell's cellar."

Soulmates
by **Katina Strauch** (College of Charleston)

Libraries in Britain are changing this article says. It seems that open hours of libraries are dwindling as well as number of books checked out. And frequently libraries become political pawns in the hands of local and central government authorities. Many are displeased with Timothy Renton, the arts minister and on February 27, librarians and supporters even visited the House of Commons in protest. The Library Association says that

"the system faces 'a catastrophe': its worst moment since 1850, when modern lending libraries were born." There are familiar trends: people are reading less and the visual word is becoming more important. Still, the bright side is that Britain has 4783 public libraries which check out an average of ten books a year per user.

See — "Quiet Please," in *The Economist* for March 7, 1992, page 96.

All the Book That's Fit to Print
by **Katina Strauch** (College of Charleston)

This electronic stuff is even making it into *Time* magazine! This page-long article talks about the recent announcement of Harold Evans, president of Random House, and John Sculley, chairman of Apple Computer, who "announced that titles from one of America's most famous series, the Modern Library, will be published in electronic form." Ho-hum. We've heard it before? I don't think so. Not quite. The PowerBook is small and compact, but a company in Santa Monica, California, has made "reading a book on a screen amazingly close to reading it on paper." Even Nora Rawlinson, editor of *PW* is quoted as saying: "It's the first thing

I've seen that I could curl up in bed with." Another perspective from Daniel Boorstin, former Librarian of Congress: "The great power of the printed book is that it requires no technology; it is accessible to anyone who can read." But, the article points out that economics may ultimately drive the decision with the cost of hardcopy publishing going up. Will the hardback book become a luxury item that only a few can afford? Will hardback (and maybe even paperback) books become rare commodities?

See — "Read a Good PowerBook Lately?" by Philip Elmer-DeWitt in *Time* for May 18, 1992, page 69.

Robespierre Didn't Have This Excuse
by **Rick Heldrich** (College of Charleston)

Maybe humans do have a place in society after all. Apparently computers are taking the place of humans especially in the case of filtering data and this is leading to some bad information. This article reports on a "1991 survey of 50 large business' information chiefs by MIT researchers [which] found that half of them believed their corporate information was less than 95% accurate..." The large amount of data and the ability to analyze the data for errors are big problems. Remember when you flew on an airline flight that was half full? This may have been due to "phantom bookings" caused by the installation of new software with "bugs." But take heart.

There are people out there trying to deal with this problem. People like: "Kamran Parsays, president of IntelligenceWare Inc., Los Angeles, a company that sells software to analyze databases." And one of the MIT researchers, Mark D. Hansen, "has formed a company called QDB Solutions, Inc. to develop software that can analyze big databases and spot inaccuracies using statistical-error detection and expert-systems technology."

See — "Information Age — Databases Are Plagued by Reign of Error," by William M. Bulkeley in *The Wall Street Journal*, for Tuesday, May 26, 1992, page B6.