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Bet You Missed It / Press Clippings / In the News

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Bet You Missed It

**Press Clippings — In the News — Carefully Selected
by Your Crack Staff of News Sleuths**
Column Editor, **Rosann Bazirjian** (Syracuse University)

First Came High Tech, Then Came the Dinosaur by **Philip Dankert** (Cornell University)

Is Bitnet, the international computer network which began in 1981, in danger of "becoming a high-tech dinosaur"? As the Internet draws more institutions away from BITNET, there is a fear that its possible collapse could leave "small colleges and foreign institutions without electronic access to their colleagues."

Bitnet, whose U.S. membership has fallen to about 550 (from about 600 in the 1980's) is more important to overseas institutions where membership has grown to more than 700. Managed by the Corporation for Research and

Educational Networking (CREN) it hopes to hold onto its current members and perhaps add new ones, by adding more capabilities to the system. For instance, systems have been developed "that allow messages to flow freely between the Internet and Bitnet."

SEE - "The 'Because It's Time Network' Hopes it is Not Past its Prime" by David L. Wilson in **The Chronicle of Higher Education**, September 1, 1993, p. A23-A24.

Don't Set Your Sites Too High by **Rosann Bazirjian** (Syracuse University)

This article states that suppliers are turning to beta test sites more and more; however, the customer should be warned. Despite the advantages, there can also be certain disadvantages to being a beta test site. The reason the turn to beta testing is growing, is due to tighter development budgets and an "obsession with getting close to customers." The enticements to be a test site are many: suppliers promise multiple benefits, a jump on competitors, insight into the supplier's supposed secret plans, good training and technical support, a chance to influence product design and even a price break on the final product. Of course, there is always the glamour of being associated with a supplier such as Microsoft or Novell. BUT, beware because there are disadvantages as well. The author warns us to "look past the glitter." He states, "beta site invitations are loaded with risk"

and the benefits of being the test site may be written in "disappearing ink." He states that the competitive advantage disappears after a new product is released, and that beta test site or not any customer can get advance notice of the suppliers future plans in the product being developed. The prospect of influencing the design, and satisfactory training and documentation support can be "elusive and transitory in glamour." The author then continues to list questions the customer should ask when deciding whether or not to take a supplier up on their beta test site offer. These questions are informative, and should be looked at if you find yourselves in this position.

SEE - "When to be a Beta Site" by Bro Uttal in **Fortune**, vol. 128 (7) (Autumn, 1993), p. 108, 112.

Technology and Academe by **Philip Dankert** (Cornell University)

The comment that "education is in the midst of a monumental technological paradigm shift" is undoubtedly not too surprising to many in academe. The author goes on to note that "predicting exactly when and how hard it will hit each instructor in each institution is about as difficult as predicting earthquakes." We are heading toward the "ultimate preeminence of what is known as hypermedia learning" which entails "interactive and nonlinear navigation through learning material that reaches students' senses — seeing, hearing, touching..."

Among new roles envisioned for faculty members to play in the educational process are: (1) spending more time authoring hypermedia material that will have no limits as to hours of availability; (2) playing a larger role in inspiring students to want to learn more about a particular subject.

These emerging new technologies (broad-band electronic networks, hypermedia networks, hypermedia authoring and delivery systems) will enable professors not only to create their own "customized teaching material" but to update them on a daily basis. Instructors will be able to

"change electronic books when and how they choose, including changes made directly in front of an audience."

The author does touch on certain disadvantages which still exist as far as this emerging technology is concerned. Included here are: (1) the fact that the market for electronic books is not yet established; (2) the existing reward structure at most institutions, as it affects promotion and tenure, is more likely to favor authors who write successful hard-copy texts than it is those who produce creative electronic wizardry; (3) a lack of standardization which discourages publishers and professors from creating and distributing hypermedia material. It is also noted that in terms of academic budgets this technology paradigm shift could not be happening at a worse time. He does conclude with the comment that, on balance "the advantages outweigh the disadvantages, and we would do well to prepare for the great changes that are upon us."

SEE - "The Technology of the Future is Already Here" by Robert E. Jensen in **Academe**, vol. 79 (4) (July-August 1993), p. 8-13.

Textbook Dignity by **Twyla Rasz** (Eastern Michigan University)

Heilenman who recently had a first-year college-level French textbook published explores the reasons why professors are not more involved in textbook publishing. She points out that both publishers and universities (perhaps even more so), must share the blame. She offers suggestions to improve participation and to "restore dignity and scholarship

to the act of textbook writing and, by extension, to that of textbook publishing as well".

SEE - "Of Cultures and Compromises: Publishers, Textbooks, and the Academy" by L. Kathy Heilenman, in **Publishing Research Quarterly** for Summer, 1993, p. 55-67.

To Err is Human, But To Network is Divine by Philip Dankert (Cornell University)

At the conference on "Plagiarism and the Theft of Ideas" held in June, 1993, the perhaps self-evident comment was made that with the advent of international computer networks plagiarism "can now be done from anywhere in the world without leaving even a trace of the original documents." Also, the rising number of journals available on networks, will, unfortunately, increase the temptation to plagiarize.

Researchers do point out, however, that "the arrival of the electronic age in science should not just be regarded as an aid to scholarly crime." The author describes the technique called

"hashing" which could be used to "check whether or not documents are identical." Without going into detail the process involves reducing to a number the text contained in a document. Another technique, proposed by Japanese scientists, is to insert "electronic watermarks" into graphic images to protect them from alteration or theft.

SEE - "Computer Networks are Said to Offer New Opportunities for Plagiarists" by David L. Wheeler in **The Chronicle of Higher Education**, June 30, 1993, p. A17, A19.

Modem of my Dreams by Rosann Bazirjian (Syracuse University)

This is a light-hearted article about the wonders of the modem. The author claims to not understand how they operate one bit, but then continues on to show how much the modem rules his life. He states, "the technology is miraculous and truly life transforming, but it is also deeply, darkly mysterious and I made an executive decision years ago not to attempt understanding it at the level of physical principles." We continue through the day with the author as he connects to various listservs, using multiple services, and the reader sees what he finds. He calls up the White House, a Citibank program, "Reference

Library," the New York Public Library and HOLLIS (Harvard's On-Line system). We also remain with the author as he struggles through a message that there is a problem with his communications port. The article concludes with a summary of services available, their cost and sample features of each. All and all this is a fun article to read as the author reveals the trials and tribulations of the modem.

SEE - "Me and My Modem" by Erick Schonfeld in **Fortune**, vol. 128 (7) (Autumn, 1993), p. 127-138.

Will the Approving Librarian Please Stand Up by Katina Strauch (College of Charleston)

This article is causing quite a flap in a lot of circles. It is about a professor and his press, Herbert Richardson and The Edwin Mellen Press. It's about what kind of material The Mellen Press publishes. But it's also about libraries and their selection policies as well as Library's selection of approval plan items. "Apparently, university librarians don't have the time or the get-up-and-go to look at these books with scrutiny," shrugs an official at a large

academic book wholesaler who asked not to be identified. Do librarians even look through the books they order?" I know that I look at every single item that comes in on approval. How about you?

SEE - "Vanity's Fare: The Peripatetic Professor and his Peculiarly Profitable Press," by Warren St. John in **Lingua Franca**, September/October 1993, pages 1, 22-25, 62.

Let Your Fingers do the Walking Through the Video Screen by Rosann Bazirjian (Syracuse University)

This article provides the reader with a look at where we are in the electronic world, and where this world seems to be going. It provides not only a good summary of what has been accomplished in this last decade in terms of electronic access, but gives one a glimpse of where we can be in the next decade. The author predicts that during the next decade, electronic markets will begin "operating over cheap, accessible public networks." We will not only be receiving mail over this network, but we will make a phone or video call, watch a movie, go shopping, or diagnose an illness as well. The author then continues to give one a picture of the enormity of the

electronic network. He said that of the 100 corporations included on **Fortune's** 1993 list of fastest growing corporations, 15 of them operate or supply networking equipment. He continues to say that "the Internet is growing faster than any other telecommunications system ever built, including the telephone network." "Any estimate of its size is obsolete in hours." A detailed account of the Internet and its evolution, as well as a prediction of its future, is then included in this very interesting article.

SEE - "Boom Time on the New Frontier" by Thomas A. Stewart in **Fortune**, vol. 128 (7) (Autumn, 1993), p. 153-161.

Hope Your Computer is Not Singing "Yankee Doodle" by Bobbi Gwilt (Syracuse University)

Computer viruses are more than a passing phenomena; they have settled into a continuing problem for computerized information and information professionals throughout the world. Known viruses were less than a dozen in 1986, but numbered more than 1,000 in 1992. By the end of 1993, that number will double. Some interesting facts: some computer viruses mutate as they spread; newer viruses have "cloaking" devices to protect themselves from anti-virus programs.

A virus is a set of commands usually hidden in a legitimate program. The virus commands eventually activate, causing damage that can be mischievous or cost millions of dollars. The Cascade virus causes characters to "fall" to the bottom of the screen. The Yankee Doodle virus stops all normal functioning of the infected computer while it plays the song "Yankee Doodle."

Bulgaria is one of the most prominent sources of computer viruses. The notorious Dark Avenger, a Bulgarian program-

mer, has created the Mutating Engine virus, among others. The Mutating Engine is considered by some to be "the most dangerous virus ever produced" because it disguises itself 4 billion ways. It contains no constant characteristic that would be detectable to anti-virus scanners. Over 200 viruses are alleged to have been created in Bulgaria.

Investigators speculate that Bulgarian programmers have little market for their considerable skills and knowledge. This frustration finds an outlet in the creation of computer viruses.

The presence of a virus has been detected in the past by a noticeable increase in file size. However, the newer virus strains store the original file size data at the end of the infected file. When files are listed on the directory, all files appear to be the original length.

SEE - "Stalking Stealth Viruses" by C. O'Malley in **Popular Science**, January, 1993, p. 54-58, 92.

Keys to the Meeting Room by **Stephanie Bazirjian** (Texas State Library and Archives)

Meetings should provide an ideal opportunity to enhance communication and solve problems. This article describes in greater detail how these 10 steps can improve the quality of meetings: Prepare an agenda; distribute the agenda before the meeting; outline specific objectives; identify the time range; don't try to do too much; summarize of-

ten; listen well; close the meeting with the next steps; follow up with minutes; and practice often.

SEE - "Ten Steps to Successful meetings" by Bryan Armentrout in **Supervisory Management**, vol. 38 (7) (July, 1993), p. 6.

Calling all Procrastinators . . . by **Stephanie Bazirjian** (Texas State Library and Archives)

Sometimes being a good manager means not making a decision. The key is in knowing when no action is the best action. A few examples are: 1) If a situation creates a crisis that you know is temporary, it may be better to ride it out. Never find a solution that is more complex than the problem, 2) If staffers are taking care of a problem on their own, let them handle it, 3) If you do not have enough information to make a good decision, it's better to hold off. For instance, promising a deserving employee a promotion before you know whether the company can afford it can result in a demoralized worker,

4) Never make a decision in the heat of anger, 5) Don't make a decision when that decision can create additional problems. You're better off exploring other options before implementing an idea that will cause chaos.

Be forewarned that making no decision can be addictive. There will always be situations that require you to make a decision and by not doing so, you may come to be viewed as uncaring and aloof.

SEE - "When Not to Make a Decision" by George Milite in **Supervisory Management**, vol. 38 (7) (July, 1993), p. 10.

Friendship and Supervision Don't Mix by **Stephanie Bazirjian** (Texas State Library and Archives)

The key to supervising a friend is recognizing that you have to wear two hats — the manager's first and your friend's second. This situation can arise for various reasons, but what one quickly learns is that supervising a friend takes extra work and lots of objectivity. The article goes on to portray a worst-case scenario, the outcome of which is the manager is forced to fire his/her friend at a cost of losing face in the company and losing a friend. Some precautions you can take to avoid a similar situation are: 1) If you find yourself supervising a former colleague, look at old performance reviews to gain new insights into their

current performance; 2) Evaluate performance right from the beginning in order to monitor any shortcomings; 3) Make it clear from the get-go that while you are the employee's friend, you are also their manager.

Always remember, your staffers will be looking for signs of favoritism from you, so be a realist. Do not allow your friendship to cloud your decision-making about evaluations, promotions or raises.

SEE - "Supervising a Staffer Who is Also a Friend" by Joanne Cole in **Supervisory Management**, vol. 38 (7) (July, 1993), p. 3.

New Subscription Agent in Town by **Sandy Beehler** (Cornell University)

The New Republic, Inc. of Washington, D.C. and The Internet Company of Hudson, MA have launched Electronic Newsstand Inc., a new company created to market subscription and single copy sales for magazine publishers via the Internet. Users can browse the table of contents and selected articles from the publications of the newsstand 24 hours a day, seven days a week, and send subscription of single copy orders electronically. Publications that have signed up during the launch phase include: *The New Yorker*, *The Economist*, *The New Republic*, *Foreign Affairs*, *National Review*, *Technology Review*, *Eating Well*, *Outside Magazine*, *The Journal of NIH Research*, *The Source*, *New Age Journal*. Other publications will be invited to partici-

pate in the coming months. The service is designed to showcase an advertiser's products and services — providing a "point of presence" from which they can represent their products and take orders. The Newsstand will also be able to collect information from customers actively, by asking questions, or passively, by simply watching where they visit and what documents they retrieve. Connections to the Electronic Newsstand are made via the gopher protocol to host "gopher.netsys.com" on port 2100 or you can telnet to gopher.netsys.com login: enews. E-mail addresses for questions are staff@enews.com and info@enews.com.

SEE - Electronic listserv **INT-LAW**, 9/10/93.

A Ruble for Your Thoughts by **Twyla Rasz** (Eastern Michigan University)

Shatzkin, a consultant to publishers worldwide and author of *In Cold Type: Overcoming the Book Crisis*, recently returned from Russia and emphasizes that if you are interested in opening a bookstore or establishing a publishing presence in Russia, now IS the time. Why? Soviet book hunger; present day low costs; ease of establishing a publishing house or bookstore; available expertise; and the opportunity to build a distribution system. You

must be aware, however, that foreign participants cannot be paid Russian salaries and that this must be a long-term investment because rubles are not convertible yet. If you are still interested, do a feasibility study and then plunge in.

SEE - "Now Is the Time: Book Publishing in Russia" by Leonard Shatzkin in **Publishing Research Quarterly** for Summer, 1993, p. 16-24.

Are You Wired? by **Rosann Bazirjian** (Syracuse University)

This article provides a detailed account of everything the "wired executive" needs to have in his repertoire. After saying that the wired executive does not leave his work at the office anymore, the author continues to list what indispensable gadgets the successful wired executive needs. What follows in this article is a description of the various laptops available, including their cost, weight and positive features. Af-

terwards, a list of the necessary software, to make you a "true road warrior" is included. This again is a handy list of the software program, manufacturer, cost and a brief description of the product. This is a handy article for anyone in the market.

SEE - "The Wired Executive" in **Fortune**, vol. 128 (7) (Autumn, 1993), p. 140, 149.

You've Heard Of Worker Friendly? by **Rosann Bazirjian** (Syracuse University)

This article stresses the need for almost all in the work force to be computer literate. However, getting a work force to buy into new technology is not always easy. "Many workers are suspicious of new technology, even hostile to it." Yet, it is necessary to educate our work force to make them feel more comfortable with the new technologies. Right now, it is estimated that between \$2 billion to \$5 billion dollars are spent annually by businesses to educate users of information technology. Mitchell Fromstein, CEO of Manpower Inc., estimates that at least 75% of the work force needs at least basic computer

skills. The article then gives detailed information on how to make the process occur. For example, it is necessary to empower workers, instead of dumping the new technology on them. You must also listen and involve your users in the development of systems. It is important for the company to communicate business objectives to the workers. The author also believes that you must teach your employees by helping them improve their performance.

SEE - "Making it all Worker-Friendly" in *Fortune*, vol. 128 (7) (Autumn, 1993), p. 44-53.

Video Gamester Goes Respectable by **Sandy Beehler** (Cornell University)

California's video-games business has attracted such big players as Matsushita, MCA, Time Warner, IBM and AT&T. The video gamester to watch is Knowledge Adventure, founded two years ago by Bill Gross. While others are linking the power of workstation microchips to CD-ROMs, Knowledge Adventure uses a simple form of compression to cram full-motion video and stereo sound onto ordinary floppy discs. It offers products that are cheap, non-violent, and focused on learning,

such as an interactive encyclopedia for children 3-12. The encyclopedia and a series of interactive books can be played on home computers costing under \$1000. Since Mr. Gross believes that the key to learning is to discover for yourself, each book has built in "ah ha!" revelations, a feature that will be expanded immensely with the company's latest technology.

SEE - "Ah ha!" in *The Economist*, September 4, 1993, p. 65-66.

Now, That's What I Call Recycling by **Sandy Beehler** (Cornell University)

A Japanese manufacturer of office equipment, Ricoh, has come up with a machine that takes in printed paper and spits out clean white sheets. With this technology, a single sheet of paper can be reused 10 or 20 times, depending on its durability. Most photocopiers, laser printers and plain-paper fax machines make their marks with toner, bonded with heat to the surface of the paper. The new machine loosens the toner's grip with a chemical spray, applies some heat and then uses a sticky roller to peel the

toner off. So far, slowness of the process and high cost have kept Ricoh from marketing the machine. It also doesn't work with marks made by dot matrix printers, thermal-paper fax machines, pen strokes or printing presses. But eventually, it could provide a practical alternative to shredding, besides reducing the waste paper generated by the ton in most offices.

SEE - "Drawing a Blank" in *The Economist*, August 28, 1993, p. 80.

Networked School Children by **Pamela Rose** (State University of New York at Buffalo)

A few lucky high school classes around the country are participating in a pioneering learning process using computer networks to connect with real scientists and their projects. Some of the innovative initiatives: Utah's American Fork High School practices astronomy through "Hands on Universe," a program connecting them with the Lawrence Berkeley Laboratory and its telescopes (increasing the number of students in the class from 12 to 180); Maine's Machias High School talks with the astronauts Spacelink program (they started by talking with Sergei Krikalev through MIR when he was stranded after the collapse of the Soviet government); students in San Antonio, Texas studying air quality in their own classroom through a course funded by NSF called Global Laboratory discovered a problem in the school's ventilation system, which was subsequently fixed (previous complaints about air quality by teachers had fallen on deaf ears); and through a

project started by Woods Hole's Robert Ballard, who used the submersible Jason to locate the Titanic on the ocean floor in 1985, 20 students spend 4 to 6 weeks in specially designed studies before boarding the Jason for an annual excursion. All of these programs are successes because of local advocates who creatively wring equipment and programs out of limited budgets, take advantage of shareware, and solicit funding through a variety of sources, including the NSF which is putting about \$20 million into educational technology this year. However, according to NSF's education consultant John Clement, despite the successes, convincing administrators to support such programs in the curriculum of all of America's school children will take a very long time.

SEE - "Computer Networks Bring 'Real Science' to the Schools" by Constance Holden in *Science*, vol. 261 (5124) (August 20, 1993), p. 980-981.

Rupert Murdoch and the Internet? by **Sandy Beehler** (Cornell University)

Two deals announced in early September herald the entry of big business into the Internet. Rupert Murdoch's News Corporation acquired Delphi, an online computer service, and Continental Cablevision joined forces with performance Systems International Inc., the largest private provider of Internet services. With an estimated million new users a month, the Internet is viewed by many companies as a potent source of customers. Communications and publishing companies are repackaging their products in digital form. Figures show that commercial computer networks are the fastest growing category on the Internet. Naturally, this is causing some dismay in the many people who have enjoyed its free-wheeling environ-

ment up till now. However, commercialism is not new to the Net. Companies are already using it to provide interactive "magazines," email and even facsimile services and to market various products. As its carrying capacity increases, permitting the transmission of voice conversations and video, the Internet will be able to compete with traditional communication carriers. The Internet's growing reputation as a channel for connecting with people needing products and information makes it a natural for big business.

SEE - "A New Information Mass Market" in *The New York Times*, September 3, 1993, p. D1, D4.

Goldfarb's GML
by Rachel Miller
(University of Kansas)

A Harvard Law graduate, Charles Goldfarb joined IBM in 1967 to develop a document management system for the legal profession, and with two partners came up with Generalized Markup Language (GML), a new computing standard to control the format of complex documents. A document constructed according to GML could be searched or printed in any computer system. In 1979, Goldfarb submitted GML to ANSI, and from there it went into the public domain as Standard GML (SGML). SGML

is now entering the personal computer market through the new releases of WordPerfect and Word for Windows. Unlike John Warnock, the inventor of the Postscript page description standard, Goldfarb received no royalties for his work but he's kept his "evangelical fervor" for standards and is now working on multimedia SGML.

SEE - "Document Esperanto" by David C. Churback in *Forbes*, vol. 151 (12) (June 7, 1993), p. 112.

Education's Funding Dilemma
by Sarah Tusa
(Lamar University)

Richard Melcher finds that the clamor to solve the growing crisis in education funding is rising. Some school districts, such as the Denver school district, are finding creative ways to raise sorely needed funds, but a daunting dilemma remains. People are reportedly distrustful of the use of property taxes for such purposes, although this has been a major source of funding up until now. There are even areas, such as Michigan, where there are motions to "scrap" property taxes altogether. The major objection to property taxes is the inequity it causes among districts of

widely differing revenues. Also, it is reported that many people are fed up with the poor return on their forced "investment," especially as property taxes rise. One experimental solution that shows some promise is to decentralize education districts, and hand the control over to the teachers, parents and principals of their own schools. This works to inspire a vested interest in competing for competitively rationed funds.

SEE - "How Will Education be Funded?" in *Business Week*, September 6, 1993.

Move Over AT&T
by Lynne Branche Brown
(Penn State University)

Continental Cablevision, in partnership with Performance Systems International, plans to provide Internet access to its customers via a special modem and its cable lines early next year. Cable access to the Internet would bypass local phone lines. According to the *Wall Street Journal*, "the high-speed link . . . promises to bring multimedia services through the cable line to the home or business." It would

also provide the average home computer owner with a means of Internet access. The service is expected to cost from \$70 - \$100 a month. Will consumers be willing to pay that kind of money for Internet access?

SEE - "Cable Company Plans to Connect to the Internet" by Mary Lu Carnevale and John J. Keller in *Wall Street Journal*, August 24, 1993.

**Where Ignorance is Textbook,
Tis Folly To Be A Journal Article**
by Rick Heldrich
(College of Charleston)

According to experienced textbook authors, if you have not written a text, you really don't know what writing a text does to you. (Take heed, Tenure & Promotion Committees.) But the sacrifice and pain have their own reward when the finished product is beautifully bound and set upon the desk (and hopefully the bookstore shelves and library stacks). Unlike a journal article, where authors often assume the readers know a great deal about the language or substance of the paper, a textbook author must assume the reader is unenlightened and that ignorance abounds. Textbook sales representatives are always looking for that special individual who can write a text. (To get attention, just say you're interested when someone walks into your office and asks if you've ever wanted to write a text.) Al-

ternatively, writers are often discovered when they serve as instructor's manual or lab manual authors or when they review texts written by other authors.

So what does it take to write a text? A 20-chapter book will have to be written and rewritten (at least two drafts) and then it will be rewritten, if published, as new editions come out every 3-5 years. For many, the updating and new editions require more work than the original effort. And, it's not just words. The "Art Program" is a second book, but it is just part of the single text. A standard introductory biology text requires a 1,000 page "Art Program" of artwork and photography.

SEE - "Textbook Authors Say Writing Is Well Worth the Effort", Ricki Lewis, *The Scientist*, Sept. 20th, 1993, Vol.7(18).

Even Computers Sing the Blues
by Rick Heldrich
(College of Charleston)

You know what you use. Your probably even know the word processor that is favored by most of your fellow librarians, publishers and editors. But what do those crazy scientists use to draw complicated sketches, manuscripts, graphics and all that other stuff? Let's begin by saying it's probably either Apple/Mac, IBM/DOS or IBM/Windows. Software is then added (abt. \$500 for an entry package) that includes graphic component, table functions, equation fonts and liberal layout customization. Add on a spreadsheet and you've got a pretty versatile package. So what's hot: Word from Microsoft and WordPerfect from WordPerfect Corp. Gee, these probably sound familiar. Word may be better in the graphics

arena, but others like the table utilities in WordPerfect. IBM has caught up to Apple with regard to "cut" and "paste" to move data from one program to another. However Word and WordPerfect were developed for business, not scientific applications, so there are problems. Chemical structures or symbols, for example, require special add-on programs. Also scientific terminology must often be added to most software libraries for spelling verification.

SEE - "What Word Processors Do Your Science Colleagues Use Anyway?" ("Word Processors Keeping Pace with Scientists' Needs", by Caren D. Potter," *The Scientist*, Sept 20, 1993 17-18, v. 7 #18.)