June 1994

Bet You Missed It/Press Clippings/In the News

Rosann Bazirjian
Syracuse University

Follow this and additional works at: <https://docs.lib.purdue.edu/atg>

Part of the [Library and Information Science Commons](#)

Recommended Citation

Bazirjian, Rosann (1994) "Bet You Missed It/Press Clippings/In the News," *Against the Grain*: Vol. 6: Iss. 3, Article 32.
DOI: <https://doi.org/10.7771/2380-176X.1565>

This document has been made available through Purdue e-Pubs, a service of the Purdue University Libraries. Please contact epubs@purdue.edu for additional information.

Bet You Missed It

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

Don't Discard Those Cards by **Joan Loslo** (University of Northern Iowa)

Most libraries have been welcoming the closing and eventual destruction of their card catalogs in favor of the new, online version. But many researchers regard this movement with as much horror as the burning of a whole library. Though online catalogs offer undeniable benefits, card catalogs were user-friendly in their own ways.

Besides certain advantages in searching which will be lost with the demise of the card catalog, a great deal of history will be lost as well. For one reason or another, lots of information which was stored on cards is not transcribed into the machine-readable version. This information could be in the form of special notes added by librarians, typographic differences in cards which help

to indicate their age (don't forget handwritten cards), or even the smudges on the tops of the cards which help to reveal subject areas of particular interest. Unavoidable errors in transcribing card data to machines also account for a loss of access to information.

Advancing technology may help to solve some of the many problems users of online catalogs currently face in trying to search them. However, librarians, the traditional guardians of the information record, are urged to rethink this destruction of a potentially valuable intellectual record.

See -- "Discards," by Nicholson Baker in *The New Yorker* for April 4, 1994.

The Yellow Brick Road by **Sandy Beehler** (Cornell University)

On January 11th, Vice-President Al Gore outlined a legislative package that included deregulation necessary to the laying of the information superhighway. Telephone and cable-TV firms will be able to dabble in each other's businesses; competition between local and long-distance telephone companies will also be allowed. This legislation is crucial to attract private investment. It removes the 1984 Cable Act's cross-ownership restriction, though Baby Bells will be barred from acquiring cable firms in the home territory for five years. It also allows them to enter the long-distance market.

In return, regional telephone companies must make their networks available to independents. In addition, Mr. Gore challenged the industry to make free links from the information superhighway to classrooms, libraries and hospitals. Bell Atlantic and TCI have already unveiled plans to hook up 26,000 schools to the network, allaying fears that the information available over the superhighway will be a privilege of those with money for network connections.

See -- "Gore's Law" in *The Economist*, January 15, 1994.

What's It All About? by **Rosann Bazirjian** (Syracuse University)

This is a truly informational article about the Internet, what it is and how it operates. It provides the novice with some pretty basic facts, but also gives further insight into the uses that business corporations make of their Internet connections. One interesting point of note is that **James Glick**, author of *Chaos*, is supplying businesses and consumers in New York City with access to the Internet via a service called Pipeline. The article begins to focus on how corporations such as IBM and GE are

utilizing the Internet, and concludes with a lengthy discussion on Mosaic and the World Wide Web. Mosaic is described by **Anthony Rutkowski** of the Internet Society as "the Internet killer application." This is useful reading for the individual who wants to know more about how the Internet works, in layman's terms.

See -- "The Internet and Your Business" by Rick Tetzeli in *Fortune*, vol. 129 (5) (March 7, 1994), p. 86-96.

The Place to Be by **Rosann Bazirjian** (Syracuse University)

The Netplex is an area 20 square miles in Washington, DC., and is now said to be the great center of technology for the next century. With 1206 technology centers within this radius, the Netplex far surpasses the Research Triangle with 241 centers and the Boston and Route 128 area with 1160 centers. Only Silicon Valley with 1845 technology centers surpasses this new area now being described as a "telecommunications rain forest." The high-tech companies inside the Netplex fall into four categories: Pipeline Owners which build, sell and rent out high-speed lines (such as Sprint, MCI); Leased-Line Providers which sell

Internet connections to corporations (such as PSI, UUNET and Sprint); Dial-Ups which also hook people to the Internet but on a smaller-scale (such as Digital Express, ClarkNet); and Camp Followers which are those companies making a living from internetworking in the Washington area (such as Network Solutions, Defense Data Network). This is an interesting article, complete with a road map to the Netplex.

See -- "The Netplex; It's a New Silicon Valley" by Thomas A. Stewart in *Fortune*, vol. 129 (5) (March 7, 1994), p. 98-104.

The Interactive Highway: Would Mickey Approve?

by **Rosann Bazirjian**
(Syracuse University)

This is an article about what the future will bring in terms of interactive shopping, through the eyes of **Bill Gates**, for one. He claims interactive shopping is inevitable, but the extent to which the technology develops has yet to be seen. Once two-way data communication is in place, consumers will be able to browse databases on their television sets filled with movie choices, video game options and product information, and they will also be able to transmit their orders instantly. It is predicted that "techno-charged direct marketing" will

capture 15% of all sales by the end of this decade, with annual revenues of over \$300 billion. The article continues to discuss, in detail, some experimental systems, such as Time Warner's network in Orlando and how it operates. It is truly fascinating. The author refers to such networks as "electronic Disneyland, (or) cybernetic theme parks."

See — "Will the Information Superhighway be the Death of Retailing" by Stratford Sherman in **Fortune**, vol. 129 (8) (April 18, 1994), p. 98-110.

You Want It When?

by **Rosann Bazirjian**
(Syracuse University)

This is a light-hearted article about custom-made computers, being offered by Dell Computer. This "build-to-order system" has been going on since 1984, when founder Michael Dell started to assemble machines in his college dormitory room. The author says that Dell's "Burger-King assembly lines" are the envy of the computer industry, so much so that Compaq is restructuring their logistics operations to accomplish the same sort of flexibility. John Varol director of manufacturing operations at Dell, calls his operation "mass customization,"

which he says is a lot easier than sending hundreds of orders down the line. The article continues with a photo essay on what takes place from the time Dell receives an authorized purchase request from a customer for a new computer. In essence, if the order is received mid-afternoon, the customer has his computer, customized to his specifications, at his desk the following day.

See — "Mr. Cozzette Buys a Computer" by Stephanie Losee in **Fortune**, vol. 129 (8) (April 18, 1994), p. 113-116.

It's The Same Old Song But With a Different Twist

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

There is considerable flap over the fact that some computer companies are packaging "time bombs" with software so that systems will self destruct if bills are not paid on time. Is this legal or not? The lawyers are debating. So what else is new?

See — "Software Maker Accused of Using Virus to Compel Client to Pay Bill," **The New York Times**, November 23, 1993, pp. A1 and C8. This courtesy of **Kenneth D. Crews** (San Jose State University) who reported the citation on the copyright listserv.

The Place to Be

by **Rosann Bazirjian**
(Syracuse University)

Worldwide popular opinion has turned against universities. There are two chief complaints: academics cater too much to special interests and students are not getting their money's worth. Academia has become less central to intellectual life and many universities seem confused about their mission.

Universities in the United States epitomize this decline. Prestigious schools such as Berkeley, Yale and others have been forced to cut staff, close courses, freeze salaries and take other drastic measures to ensure their survival. A number of factors have led to the current situation. The explosion in knowledge has prompted narrow specialization; clinging to old traditions in teaching and study produced an overabundance of generalists and a lack of technically trained graduates. As universities tried to be all things to all people, key clients were short-changed.

Because investing public money in higher education yields fewer benefits to society than does investing it in primary and secondary education, governments have cut back funds to universities. In a world linked by high-speed communication highways, knowledge has become a commodity too valuable to be left in the hands of the public sector.

Universities are in danger of being left out of the mainstream of information dissemination.

In the face of rising costs and dwindling revenues, universities must set new priorities. As governments look to reform universities, three strategies have gained strength. In Britain, the government has subjected its universities to quasi-market discipline, linking funding to performance and separating money for research from money to teaching. A second approach has been to shift funds to cheaper institutions such as polytechnics or community colleges. Another strategy is to diversify funding by marketing research and by charging fees. Australia has successfully introduced fees, giving students a choice of paying in advance or borrowing against future incomes.

There is evidence that universities have begun to change. Some hallowed practices have been abandoned, industry-sponsored research has grown tremendously, tighter management practices have been introduced. Universities are once again reinventing themselves to meet today's challenges.

See — "Towers of Babbble" in **The Economist**, December 25, 1993

Wireless Comes of Age

by **Rosann Bazirjian**
(Syracuse University)

This article tells us that the future will be wireless. Those days of plugging in our laptops in hotel rooms are numbered. At first, it is projected that wireless communication will be used by business people who are "on the go," to be followed by scaled-down applications for the individual consumer who will soon be able to make dinner reservations using a small hand-held device. Right now, cellular conversations account for most of the wireless communication taking place today. However, BellSouth

predicts that by the end of the decade, 25 million Americans will use wireless devices to transmit data. The article also gives some technical information about how wireless data networks will operate, and then concludes with a detailed listing and description of seven corporations working in the area.

See — "Look, Ma! No Wires!" by Andrew Kupfer in **Fortune**, vol. 128 (15), (December 13, 1993), p. 147-154.

Not Just for TV Anymore
by **Sandy Beehler**
(Cornell University)

Announcing a new product dubbed the "TV guide for the Net." Net Guide is published by Random House and put together by Michael Wolff & Company, who are also working on an online version. It's a subject

guide to the Net and contains a hefty portion of how-to instructions to get you started.

See — **Wired**, February, 1994, p. 26.

Valuing a Business
by **Twyla Rasz**
(Eastern Michigan University)

Levin, a lawyer specializing in publishing mergers and acquisitions, presents the formula "net sales times X" that can be used to value a business. He discusses the formula factors: nature of the business; its profitability; the balance sheet; and intangible matters, e.g.: staff, business fit; and how to use them. (It will be no surprise to librarians that a "journal business with good cash flow,

commands higher than normal values.") The author also defines willing buyers and willing sellers stating that only if these definitions are met can a deal be made.

See — "How to Value Your Publishing Business" by Martin P. Levin, in **Publishing Research Quarterly**, Fall 1993, pp. 23-27.

In the Fast Lane
by **Rosann Bazirjian**
(Syracuse University)

This article talks about how fast Hewlett-Packard is growing, and the reasons behind its growth. In sales, H-P is expanding at \$4 billion per year; profits are growing at 30% annually and over the past decade, H-P has quadrupled in size. Hewlett's product concentration on pocket calculators and computer printers should keep it from succumbing to the "malaise" which has greeted its rivals. Lately, H-P is attributing its growth to its \$7-billion/year PC printer division, which ap-

parently dominates the market. The article continues to discuss other areas into which H-P has broadened its focus: powerful workstations, personal computers, "palmtop PCs," interactive TV, and concludes with a discussion of management philosophy at the company.

See — "How H-P Continues to Grow and Grow" by Alan Deutschmann in **Fortune**, vol. 129 (9) (May 2, 1994), p. 90-100.

Trouble Along the Highway
by **Sandy Beehler**
(Cornell University)

The author, John Browning, compares the building of the information highway to the development of railroads in this country. Since the government can't afford to build a "freeway" information system, the links are being funded by those who stand to make a profit. Long-distance links (across country and around the world) are already in place, long before local connections have developed -- thus creating an information elite. The biggest challenge will be regulating in-

vestment in information networks so as to keep costs to the consumer down. Politicians are way behind in thinking about how to do this. Mr. Browning sees potential trouble in the combination of telecommunications and entertainment companies as major players in the fight for control of the information market.

See — "Get on Track: There Will be no Information Highway" by John Browning in **Wired**, February, 1994, p. 65-66.

Paris Review in Top Form
by **Twyla Rasz**
(Eastern Michigan University)

In celebration of the fortieth anniversary of the *Paris Review*, the authors, all editors at the literary magazine, have written a delightful and humorous article. They cover the founding of the magazine in 1953, its philosophy, famous interviews, especially with Hemingway, authors who were rejected and who shouldn't have been, and touch upon some of the publishers, including the first, Sadruddin Aga Khan. One of the anecdotes involves a former poetry editor who felt so sorry for the poets who submitted unsolicited bad poetry

that he eventually devoted a whole issue to them, and then quit. Since the *Review* has not been profitable in its entire existence, a move is underway to establish nonprofit status so it will be eligible for grants. Let's hope the *Review* continues for at least another forty years. An enjoyable read.

See — "The Paris Review at Forty" by James Linville, Jeanne McCulloch, George Plimpton, in **Publishing Research Quarterly**, Winter 1993-94, pp. 53-65.

Audit Trail for Images
by **Pamela Rose**
(State University of New York at Buffalo)

Gary Friedman of the Jet Propulsion Laboratory and his colleagues are developing systems that automatically store an audit trail of digital image data, in response to concerns about tampering with scientific data (see "Easy-to-Alter Digital Images Raise Fears of Tampering", p. 317). Currently, Kodak's Digital Cancer System stores a proprietary image in a write-one-read-many-times format. While the image can be copied and manipulated, the original archived

data cannot be altered by a casual user. However, Friedman's more sophisticated solution, now ready to be commercialized, is a system which appends to each image an encrypted digital "signature" of the original data, ready to be decoded by public domain verification software.

See — Taubes, Gary, "Technology for Turning Seeing Into Believing" in **Science**, vol. 263 (5145) (January 21, 1994), p. 318.