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Bet You Missed It

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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** (Florida State University)

The Bestseller Trade by **Twyla Racz** (Eastern Michigan University)

A bestseller list published in 1931 was thought to be "vulgar and un-English," but the advent of TV necessitated new marketing strategies. Therefore, bestseller lists began appearing in *The Bookseller* in 1979. In this article

the authors investigate these lists and reach conclusions regarding the trade. See — **Feather, John** and **Reid, Martin**, "Booksellers and the British Book Industry," in *Publishing Research Quarterly*, vol. 11 (1) (Spring 1995), p. 57-72.

Copyright and Digital Technology by **Twyla Racz** (Eastern Michigan University)

Aiken, representing the **Authors League of America**, presents a case for changes in the copyright law to accommodate digital technology and protect au-

thors. See — **Aiken, Paul**, "Unknown Rights and Baseball Strikes," in *Publishing Research Quarterly*, vol. 11 (1) (Spring 1995), p. 21-26.

The Advantage of Hacking by **Twyla Racz** (Eastern Michigan University)

According to the reviewer, the authors are sympathetic towards the MOD gang, young computer hackers who "cracked AT&T's security codes, rewired phone lines, broke into files and stole confidential passwords and credit histories." They even crashed a university computer system. The

hackers, all in prison, have computer jobs waiting for them upon release. See — **Slatalla, Michelle** and **Quittner, Joshua**, "Masters of Deception: The Gang That Ruled Cyberspace." Reviewed by **Eddie Dean**, in *American Spectator*, vol. 28 (5) (May 1995), p. 68-70.

What You See Is What You Get by **Pamela Rose** (SUNY at Buffalo)

One goal of the ambitious **National Science Foundation** "digital library" program is to build tools which will allow Internet users to retrieve pictures, such as yellow flowers, from the flood of digital information by developing

software that searches for image characteristics rather than keywords. See — **Chang, Kenneth**, "Plucking Images from the Digital Floods," in *Science*, vol. 267 (March 10, 1995), p. 1425.

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

An interesting look at John Steinbeck, who was praised by Eleanor Roosevelt for *The Grapes of Wrath*, and was a speechwriter for **Adlai Stevenson**, and the reasons for his fall from

literary grace. See — **Parini, Ray**, "John Steinbeck: A Biography," Reviewed by **Florence King**, in *American Spectator*, vol. 28 (6) (June 1995), p. 65-66..

The Long Reach by **Pamela Rose** (SUNY at Buffalo)

In April the **National Science Foundation** met its four-part program goal to privatize the Internet, which will bring higher costs, but hopefully longer-term savings.

See — **Lawler, Andrew**, "NSF Hands Over the Internet," in *Science*, vol. 267 (March 17, 1995), p. 1584-1585.

New York Times and Cold War by **Twyla Racz** (Eastern Michigan University)

Two fascinating cases involving the *New York Times*, the Soviets, and new evidence. See — **Ledeen, Michael**, "The New Cold

War Revisionism," in *American Spectator*, vol. 28 (6) (June 1995), p. 28-32.

Still Optimistic by Sarah Tusa (Lamar University)

John F. Baker reports on the optimism that publishers displayed at the "Multimedia Now" seminar in New York City despite current

difficulties. See — "Behind the Scenes with Multimedia," in *Publishers Weekly*, vol. 242 (16) (April 17, 1995), p. 33.

The Stakes are Getting Hotter by Rosann Bazirjian (Florida State University)

The author speaks about online services available on the Internet — services currently available from corporations such as **America Online**, **CompuServe** and **Interchange** as well as plans from both **Microsoft** and **AT&T**

to upstage these leaders and launch networks themselves. See — **Kirkpatrick, David**, "As the Internet Sizzles Online Services Battle for Stakes," in *Fortune*, vol. 131 (8) (May 1, 1995), p. 86-96.

Too Many Authors, Part 2 by Pamela Rose (SUNY at Buffalo)

Papers published in the life sciences acknowledging 100-plus authors and author limit standards imposed by the journals in which they appear are on the rise in the life sciences, a consequence of

large, multi-center clinical trials. See — **Regalado, Antonio**, "Multi-author Papers on the Rise," in *Science*, vol. 268 (April 7, 1995), p. 25.

Where Were You When Netscape Came Out? by Katina Strauch (College of Charleston)

We all heard about the public offering of **Netscape** on August 9 of this year. This article tells us something about **James L. Barksdale**, **James H. Clark**, and **Mark Andreessen** who may have

founded a giant on the way to **Bill Gates**. See — **McCoy, Charles**, "Netscape's CEO Hits a Jackpot, Faces the Glare," in *The Wall Street Journal*, August 10, 1995, p. B1.

Recording Studio on Your Own Desktop? by Sandy Beehler (Cornell University)

A brief article describes the work of **Peter Gotcher**, CEO of **Digidesign, Inc.**, a company which makes hardware and software systems that turn a PC into a 48-track, all-digital recording studio. **Digidesign's** systems greatly

lower the cost of recording — freeing musicians from the tyranny of studios and providing the basis for music distribution over the Internet. See — "Music Liberation," in *Wired*, March, 1995, p. 49.

All The World's a Grain of Salt by Sandy Beehler (Cornell University)

Focusing on **Seth Lloyd**, this article describes work on developing a "quantum computer" — one which will use atoms to store and process data. **Lloyd** quote: "[If] we can find a way for each atom to store one bit of informa-

tion... a single grain of salt could contain as much information as the RAM in all the computers in the world." See — "A Million MHz CPU?" in *Wired*, March, 1995, p. 125.

Getting a Handle on Things by Rosann Bazirjian (Florida State University)

This article highlights **David S. Magier**, a librarian at **Columbia University** who says that the Internet could benefit from "an expert's eye for collection development and an efficient way to locate useful items." Mr. Magier's

collaborative efforts at "taming" the Internet are described. See — **Jacobson, Robert L.**, "Taming the Internet," in *Chronicle of Higher Education*, April 21, 1995, p. A29-A31.

Take Your Business Elsewhere by Rosann Bazirjian (Florida State University)

The author of this article states that businesses planning to use the Net as a sales tool should look elsewhere. Interesting comments on the Internet from a marketing

perspective. See — **Nulty, Peter**, "Why You Can — and Should — Wait to Get on the Internet," in *Fortune*, vol. 131 (12) (June 26, 1995), p. 148.

Texaco, Again by Pamela Rose (SUNY at Buffalo)

Texaco Corporation has offered an out-of-court settlement to the coalition of scientific publishers to which they have lost two court rounds in a decade-long battle over what constitutes fair use of copyright materials. If ac-

cepted by all parties, **Texaco** will pay more than \$1 million to the 83 plaintiffs in addition to purchasing licenses. See — **Lawler, Andrew**, "Texaco Offers to Settle Copyright Case," in *Science*, vol. 268 (May 26, 1995), p. 1127.

Web Guidelines
by **Philip Dankert**
(Cornell University)

As more four-year colleges put Web pages on the Internet, administrators are struggling to determine what sort of policies are needed to govern how this popular tool is used. These administrators, who are seeking to exercise more control over Web pages are the individuals "who traditionally are charged with crafting the

university's public image." Not surprisingly, reaction to the development of guidelines draws a mixed reaction, especially among students. See — **DeLoughry, Thomas J.**, "Well-Appointed Web Pages," in *Chronicle of Higher Education*, May 26, 1995, p. A19, A21.

Abel and the Approval Plan
by **Twyla Racz**
(Eastern Michigan University)

The developer of the library approval plan discusses history, composition, and consequences. See — **Abel, Richard**, "The Ori-

gin of the Library Approval Plan," in *Publishing Research Quarterly*, vol. 11 (1) (Spring 1995), p. 46-56.

Too Many Authors?
by **Philip Dankert**
(Cornell University)

As the average number of authors of scientific papers has steadily increased (doubling from 1.8 per paper in 1955 to 3.5 today), some quite interesting questions are being asked. References are made to the existence of papers with more than 500 authors

(18 in 1994). This has perhaps been one reason to ask "what, exactly, is a real author"? See — **McDonald, Kim A.**, "Too Many Co-Authors?" in *Chronicle of Higher Education*, April 28, 1995, p. A35-A36.

My Mom Was A Computer
by **Sandy Beehler**
(Cornell University)

The author seeks to prove that humans will be extinct by the year 2088, replaced by computers. His

logic defies disbelief. See — "Faded genes," in *Wired*, March, 1995, p. 107.

An Anti-Trust Update
by **Sarah Tusa**
(Lamar University)

A brief article in the business section compares the present anti-trust stances in the U.S. and Europe with particular focus on the

ruling against the **Microsoft/Intuit** merger. See — "Off-Line," in *The Economist*, vol. 335 (7916) (May 27, 1995), p. 59.

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