September 1994

Bet You Missed It/ Press Clippings/ In the News

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Recommended Citation

Bazirjian, Rosann (1994) "Bet You Missed It/ Press Clippings/ In the News," *Against the Grain*: Vol. 6: Iss. 4, Article 39.
DOI: <https://doi.org/10.7771/2380-176X.1668>

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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)

TIMSS is On Our Side by **Pamela Rose** (SUNY-Buffalo)

The Third International Math and Science Study (TIMSS) sponsored by the International Association for the Evaluation of Educational Achievement (IEA) in The Hague, Netherlands, will be launched in the Northern Hemisphere in spring 1995, with results due in 1996. U.S. students will then have their chance to

show the results of more than a decade of reform efforts in math and science.

See — "Science Education: another Global Study" in Random Samples Section edited by Constance Holden in *Science*, v.264 April 1, 1994 p.26.

The Grant that Ate Science Education by **Pamela Rose** (SUNY-Buffalo)

Meanwhile, the National Academy of Sciences guidelines for standards for science education for K-12 have been postponed until summer 1994 as educators debate the details of what students should learn and when. During the delay, sixteen states have grants from the Department

of Education to develop their own standards with guidance from other bodies such as AAAS.

See — "The Wait Goes On..." in Random Samples Section, edited by Constance Holden in *Science*, v.264 April 1, 1994, p.27.

Writing Is Back in Style by **Joan Loslo** (University of Northern Iowa)

The popularity of e-mail and computer conferences has had a side effect: a rapid increase in the number of people who are actually spending time writing. At one time the invention of the telephone appeared to have discouraged the art of writing — people could make a phone call much more quickly than writing a letter. But online writing is the current trend, both for business correspondence and friendly chats.

E-mail and other types of online writing are often criticized for sloppy, ungrammatical style.

This is because online writing tends to be spontaneous, like speech; little time is spent on perfecting a polished composition. One of the virtues of e-mail is the opportunity for a rapid give-and-take among a variety of people. A number of e-mail acronyms and "emoticons" (including :-)) and other symbols have evolved to aid the speed of interaction.

See — "Bards of the Internet" by Philip Elmer-Dewitt in *Time* for July 4, 1994.

T.V.—The Way of the Future by **Lynne Branche Brown** (Pennsylvania State University)

Executives of computer companies react to the challenge that televisions, rather than PCs, will be the system of choice for accessing electronic information. While IBM and Apple are involved in testing set-top systems, most others are skeptical, maintaining that the PC is more suited to the needs of Internet users and

number crunchers. But others, like Compaq Computer Corp., are forging alliances with the telecommunications industry, just in case.

See - Pope, Kyle, "Many PC Makers Steer Clear of Information Highway," *Wall Street Journal*, Feb. 28, 1994, p B1.

Home is Where the CD Is by **Lynne Branche Brown** (Pennsylvania State University)

How can he say that about our beloved CDs? Actually, much of what he says in this article rings true for CD-ROMs in use in libraries, but this article's specific focus is on CDs marketed to home users: children's educational and entertainment compact disks. Primary among complaints about home-use CD-ROMs: software is not compatible with the machine, installation is difficult,

the software requires too much memory and is slow, video is jerky, and software doesn't always work once installed. Sound familiar? Analyst Janice Maloney warns that consumer dissatisfaction may be curtailing demand.

See - Carlton, Jim, "CD-ROMs: Buggy, Boring, Slow, Frustrating," *Wall Street Journal*, July 6, 1994, p B1.

The Mexican Highway by **Lynne Branche Brown** (Pennsylvania State University)

Technology is transforming the climate for anyone trying to do business in Mexico. This article summarizes the current growth in information connectivity in Mexico, such as MexNet, a branch of the Internet, and two electronic networks established by newspapers for distributing articles and information, Infosel and El Norte/Reforma. In addition, CompuServe has established a local number in Mexico, and

TRW Inc. and Trans Union Corp. have established credit bureaus recently. The driving force behind the rapid growth in computer use is said to be the foreign competition that Mexican companies now face.

See - Carroll, Paul B., "Onto the Highway: Foreign Competition Spurs Mexico to Move Into High-Tech World," *Wall Street Journal*, July 5, 1994, p A1.

Richard Snyder: Up Close and Personal
by Lynne Branche Brown
(Pennsylvania State University)

Not the dry financial data you might expect from the *WSJ*, this article reads like a made-for-TV movie. Former reporters describe their impressions of Richard Snyder, recently fired chairman of Simon & Schuster. Viacom (new owner of S&S) executives also describe their view of Mr. Snyder's role at Simon &

Schuster. Publishing: inside and up close.

See - Cox, Meg and Johnnie L. Roberts, "Mergers & Manners: How the Despot Boss of Simon & Schuster Found Himself Jobless," *Wall Street Journal*, July 6, 1994, p. A1

Quality not Quantity
by Pamela Rose
(State University of New York at Buffalo)

Councils that allocate core funding to British universities will no longer use total publication counts as a measure of the relative strengths of research departments. Instead, they will take into account only the 4 best papers published by individual researchers in each department in the previous 3 years. David Triesman, general secretary of the Association of University Teach-

ers, strongly welcomes the decision, which "[reflects] the widespread view in the academic community that publication counts are a crude and unreliable measure of research performance."

See - "Quantity No Longer Counts in Britain" by Claire O'Brien in *Science* v.264 (June 24, 1994), p. 1840.

Less is Less!
by Pamela Rose
(State University of New York at Buffalo)

An analysis by the Institute for Scientific Information's Science Watch of 92,961 papers published by NIH intramural scientists shows that although cited more frequently than average for biomedical science, there are still fewer citations per paper in

1989-1993 than in 1981-85.

See - "Downward Drift for NIH Citations" in Random Samples Section edited by Constance Holden in *Science* v.264 (April 15, 1994) p. 342.

Russian Stand-Off
by Pamela Rose
(State University of New York at Buffalo)

Data from the Institute for Scientific Information's National Science Indicators database show that publications by Soviet Union researchers in astrophysics, chemistry, mathematics, molecular biology and genetics,

physics, and geosciences receive fewer citations than the world average.

See - "Russian Science Seen from the West" in *Science* v.264 (May 27, 1994), p. 1260-1261.

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Not Only For Cows
by Pamela Rose
(State University of New York at Buffalo)

BioMOO is not a newfangled electronic cow, but rather a virtual facility that simulates a laboratory and office complex for over 300 biologists from three continents and dozens of fields who are communicating, collaborating, and designing electronic tools to do science. (MOO means Multiple-user dimension, Object Oriented). Similar centers are being created for astronomers, ecologists (EcoMOO), and an entire virtual university. MOOs offer scientists a "place" to meet, talk in real time (unlike other

Internet resources such as discussion groups), share data and research tools, and showcase research. BioMOO is strictly text-based at the moment, however the next generation, called Jupiter, will offer full-color graphics, windows, audio, and even video.

See - "Cyberspace Offers Chance to do 'Virtually' Real Science" in *Electronic Networks* Section by Christopher Anderson in *Science* v.264 (May 13, 1994), p. 900.

Breakdown in Classification
by Pamela Rose
(State University of New York at Buffalo)

The former chair of the Atomic Energy Commission recounts his experience in publication of his journal, which was accessible to scholars from 1971-1983 as an unclassified document, but upon borrowing by the Department of Energy for use in preparation of a book entitled *A History of the United States Atomic Energy Commission*, was deemed to contain classified material, and subsequently reviewed and "sanitized." The journal, now available in the Manuscript Division of the Library of Congress, was finally reproduced in 1989 in 25 volumes, with numerous classification markings and large gaps. A 26th volume was added in 1992

containing documents initially removed for classification review and subsequently returned with many deletions. Seaborg concludes that the security classification of information became in the 1980's an arbitrary, capricious, and frivolous process, almost devoid of objective criteria. For example, one deletion was of a description of one year's Halloween "trick or treat" outing and another of Seaborg's wife visiting Lake Country in England. However, he does see today's classification procedures as much improved.

See - "Secrecy Runs Amok" by Glenn T. Seaborg in *Science* v.264 (June 3, 1994), p. 1410.

That's Entertainment
by Lynne Branche Brown
(Pennsylvania State University)

In this 22 page supplement, the *Wall Street Journal* goes "behind the hype" to look at "the broadband-cyberspace-interactive-multimedia-full-service-network-500-channel-digital-information-superhighway-revolution blues." Included are articles on the entertainment industry and multimedia, electronic books, and interactive entertainment. Summa-

ries of the role of companies like TCI, Microsoft, Oracle, AT&T and others are included in a section titled "The Players." Lots of overview, all in one place.

See - Entertainment and Technology: *Wall Street Journal* Special Supplement, Monday, March 21, 1994.

Distributed Document Management
by Sarah Tusa
(Lamar University)

Xerox Corporation has announced an "initiative" to digitize publishing for the purpose of distributed document management and publication. The software package, called Document Services Platform (DocuSP) allows desktop storage and input devices to exchange information despite proprietary hardware. It also contains an application called Xerox Documents on Demand, which tracks use and copyright. The express purpose of this project is to cut waste and costs in "the current method of editing, printing, storing and distributing books."

This effort follows a similar project developed in cooperation by McGraw-Hill, Kodak and R. R. Donnelley, called Primis. Primis uses an open architecture and has built-in software "for tracking, recording and paying for copyrighted material from its database."

Although widespread use of such programs has been ham-

pered by the reluctance of textbook publishers to participate, demands for course packs on campuses such as Cornell University may drive more publishers to cooperate. It may prove to be an attractive alternative to "having to approve thousands of requests for copyright permission in the few weeks before the semester begins."

One initiative from publisher McGraw-Hill is to use this kind of technology to supply customized textbooks "from local facilities, or even on-line to each college student." Bob Lynch sees distributed printing as a possible solution to the costs and risks that publishers face, but he also acknowledges that "in any new industry, getting the support structure in place is expensive and difficult." Is this another case of — "If you build it, they will come?"

See - *Publishers Weekly*, v. 241, (24) (June 13, 1994)

How Smart is Your System?
by Pamela Rose
(State University of New York at Buffalo)

This article outlines approaches for manipulating and accessing machine-readable texts in arbitrary subject areas in accordance with user needs. In particular, methods are given for determining text themes, traversing texts selectively, and extracting summary statements that reflect text content. A text-retrieval tool called the

Smart system based on the vector space model of retrieval is discussed in detail.

See - "Automatic Analysis, Theme Generation, and Summarization of Machine-Readable Texts" by Gerard Salton, James Allan, Chris Buckley, and Amit Singhal in *Science* v.264 (June 3, 1994), p. 1421.

The Humor Scene
by Pamela Rose
(State University of New York at Buffalo)

Marc Abrahams and the staff and regular contributors of the popular *Journal of Irreproducible Results* (JIR) have left JIR to form a new humor publication called the *Annals of Improbable Research* (AIR). Virologist Alex Kohn, original founder of JIR and

coiner of the new name, will be chairman of the editorial board.

See - "Mutiny on the Joke Journal" in *Random Samples* Section edited by Lisa Seachrist in *Science* v.264 (June 24, 1994), p. 1851.

All the Book(s) That's Fit to Publish by Sarah Tusa (Lamar University)

John T. Baker examines the recently perceived "violent upheaval" in the publishing industry. Conglomerate publishing corporations are facing new pressures that compel them to extend their skills beyond the traditional tasks of editing and marketing. With the demands of skyrocketing royalty demands and the pressure to grow, quick and substantial profit has become mandatory to their success and survival. Hence, publishing managers must concentrate on strategy, computer operations and finance as well. The need for quick turnaround places books of more literary value practically beyond their margin of profitability. This phenomenon has opened up new op-

portunities for smaller publishers and university presses. Financial backing and a broader marketing base now enable such presses to pay modest advances to authors. But they cannot match the royalties that authors are accustomed to. Also, there is a tighter market because as one bookseller expressed it, "there are just too damn many books." This degree of over-supply makes it difficult for new authors to build a career, but due to new strategies in publishing management, enough flexibility is provided so that a book of high quality is still assured of finding a publisher.

See - *Publishers Weekly*, vol. 24 (11) (March 14, 1994).

Team Spirit by Marie Swearingen (Syracuse University)

With today's emphasis and movement in many organizations toward total quality management and empowered teams, how do we define the manager's role for effective team leadership?

A team's objective is to develop mechanisms for improving the way business is accomplished thus producing desired results within a specified time frame. These teams can either be permanent or ad-hoc. The manager's role for effective teamwork is divided into five categories: (1) internal consultant, (2) visionary, (3) experimenter, (4) coach, and (5) educator.

As the consultant, the manager assists in identifying problem areas needing attention and which prevent one from accomplishing their work (both individually and as a team). The team records the responses and discusses them. By being a visionary, the manager provides the direction needed by the team leader to convey management's direction and strategic plan. The team leader adopts the role of experimenter to help design a work-process improvement project. One question the team may address would include — If

we change the following ways of doing business, what results can be expected? The team is responsible for outlining the what, how, and when of recommended changes in the work process. Trainer and observer define the role of the "coach" who provides constructive feedback to team members regarding behaviors that may either enhance or limit the team's effectiveness. The optimum situation would be for team members to receive training in project management and team management skills (i.e. conducting effective meetings, interpersonal communication, etc.). Meaningful rewards for desired team behaviors and performance are also the responsibility of the coach. Finally, as educator, the manager provides an overview of the results of the improvement project by facilitating team discussion. Knowledge gained from one team's efforts should help future teams work more effectively.

See - "Managerial Roles for Effective Team Leadership" by David Antonioni in *Supervisory Management*, May 1994, p 3.

The South Rises Again by Twyla Racz (Eastern Michigan University)

Independent Southern booksellers were few in number but culturally important in the early 1900s. In addition to the independents, other booksellers were religious, college, and department stores. The stores were of comparable size as today's, but there was heavier concentration on the number of copies. Neglected by publishers, the advent of publishers' representatives and the development of regional associations were important supports. In the mid 1970s wholesalers began offering varied services to booksellers. According to Pfeffer "without good fulfillment services no wholesale distributor would exist today except to alternative markets." He enumer-

ates these services, e.g. toll-free numbers, and microfiche catalogs, "one of the greatest innovations to the bookseller trade." With the urbanization of the region and the opening of bookstore chains in malls, independents have moved to specializations -- "boutique market". Southern booksellers have always been and will remain committed to good customer service. Pfeffer is chairman of the board and chief executive officer of Ingram Distribution Group Inc.

See - "A History of the Book Trade in the South" by Philip Maurice Pfeffer, in *Publishing Research Quarterly*, Winter 1993-94, p. 17-33.

Art of Delegation by Marie Swearingen (Syracuse University)

How many of us can actually leave "work at work" when away for extended periods of time? Have we developed the confidence in others to handle matters efficiently while we are away? If you find yourself worrying about what you may be facing upon your return . . . it is most likely time to reevaluate your methods of delegation. Whatever the motivations may be for letting go of more of our authority, some guidelines for improving your delegation skills include: 1.

Delegate REAL power. Ask the question, "Is it really essential that I personally make this decision?" 2. Designate tasks that you can teach. 3. Divide up the tasks. Don't play favorites! 4. Make the lines of authority clear. 5. Be sure there are no unpleasant surprises. Ensure clear instructions have been provided for your staff to bring

any problems or critical questions to your attention immediately. 6. Consider having a second in command. 7. Never delegate what only you should handle.

See - "Who's in Charge When You're Absent" by Roger Brunson, in *Supervisory Management*, May, 1994 p 3.

Shopping Among the Big Three by **Rosann Bazirjian** (Syracuse University)

Tetzeli predicts that by the end of this year, there will be 3.8 million U.S. households with personal computers and modems that have signed up for either America On-Line, CompuServe or Prodigy, the "Big Three" services. The author then describes his experiences with all three services to find out if they can truly deliver what they promise. He claims that he ended up disappointed. What follows is an interesting and detailed description of his experience with each of the services, highlighting their strengths and weaknesses. In essence, the big price tag associ-

ated with the wide range of services offered was considered a major drawback. A quick one-page chart compares each service in the following categories: cost, headaches, ease of use, navigational tips, electronic mail, Internet access, research highlights, on-line investing and overall assessment. This is well worth reading if you are contemplating subscribing to any of these services.

See - "Is Going On-line Worth the Money" by Rick Tetzeli in **Fortune**, vol. 129 (12) (June 13, 1994), p. 104-108.

What's a Library to Do? by **Rich Heldrich** (College of Charleston)

Over 130 scientists, under the direction of Albert Henderson, a consultant organizer who has ties with academic publishers have gotten together to warn and call for help with the crisis research libraries are experiencing. Too many journals, too many publications, not enough money and not enough space to hold all that is needed. Skeptics include Harry Lustig, treasurer of the American Physical Society who counters that the money is not available, so why ask for it. Further, the rate of publication is increasing 10% a year making the problem unlikely to disappear.

So how does a library get and maintain a valuable collection? Use databases, be price conscious in selecting titles, and rely more heavily on interlibrary loans?

Henderson argues that library budgets have been getting less of the academic budget and that patchwork solutions will not work. As Henderson says, "If you want something by interlibrary loan, that means that somebody else has to have it. There has to be a loaner as well as a borrower. As the sources dry up, you find that the failure rate (to get loan

material) increases." Henderson calls the "virtual library" a "fraud."

So who does Henderson think should pay for the research libraries — Uncle Sam.

Research librarians, like Ann Okerson of the Association of Research Libraries, says that science collections are well stocked, often at the expense of library needs in humanities and social science collections. Of particular concern are subdisciplines for a few hundred patrons (which presumably have very costly journals?).

Skeptics of the committee include those who question the purity of Henderson's motives. Henderson is seen to have close ties to commercial publishers. Commercial publishers are seen as the cause of higher collection costs by many in acquisitions. Henderson has not hidden his own credentials, but counters that the committee work matches his own expertise.

See — "Scientists Press for Boost in Federal Library Funding," by Franklin Hoke in **The Scientist**, volume 8 (no.4), pages 1,5, February 21, 1994.

Singing the Client-Server Blues by **Rosann Bazirjian** (Syracuse University)

We have all been told that mainframes are obsolete and that we need to begin turning our attention toward client-server technology. The author defines client-server as a "myriad of little computers busily swapping data and divvying up corporate chores that central mainframes used to perform." PCs are supposed to be cheaper and easier to use. According to Richard Finkelstein, president of Performance Computing in Chicago, this is not true. He claims that half of America's major businesses have been "swept up by a fad that could waste billions." The author then goes on to denounce two myths: 1) PC's save money. Although a PC is inexpensive, after hidden costs are factored in, they can

end up costing twice as much as mainframes. Hidden costs are writing coordinating software, retraining staff and adding support teams to maintain the decentralized information system. 2) PC's work as well as mainframes. The author again says this is not true and asks "how often do everyday users reboot their machines or stumble over software glitches." Mainframes, he claims, have a guaranteed reliability. The author then claims that networks of PCs are a reality, but a sense of realism has now underscored the optimism once felt.

See - "Rethinking Your Mainframe" by Michael Meyer in **Newsweek**, June 6, 1994, p. 49.

First the President, Now the Vatican by **Pamela Rose** (State University of New York at Buffalo)

The Vatican Library has teamed up with the Pontifical Catholic University of Rio de Janeiro and IBM to create a database of images from the library's huge collection of books, manuscripts, art works, and coins. The pilot project will determine if digital images can be substituted

for photographs in book publishing and computerize the library's catalog in preparation for making it available on the Internet.

See - "Vatican On-Line" in Random Samples Section edited by Constance Holden in **Science** v.264 (May 6, 1994), p. 770.

To Have and To Always Hold: Intel by **Rosann Bazirjian** (Syracuse University)

This article profiles Andy Grove, the 57-year-old CEO for Intel. David Kirkpatrick not only profiles the man, but discusses the empire which Intel has created with predictions as to its future. According to Kirkpatrick, Intel supplies the microprocessors in about 75% of all PCs sold. It is growing so fast that it "doubles in size every two years." The most important threat for Intel now is PowerPC an inexpensive microprocessor developed by IBM, Motorola and Apple Computer. Andy Grove predicts that Intel will survive any power play by transforming the

PC powered by Intel chips into "an all-purpose consumer device that will ultimately subsume your TV, telephone, VCR, answering machine, videogame console and set-top cable TV box — and serve as your family vehicle for tooling down the info highway. The article continues with an in depth discussion of how Intel plans to accomplish this. Well worth reading!

See - "Intel Goes for Broke" by David Kirkpatrick in **Fortune**, vol. 129 (19) (May 16, 1994), p. 62-68.