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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)

Do We Have Questions for You?

By Rosann Bazirjian (Florida State University)

This is an interview with David Pritchard, the Director of Recruiting at Microsoft. Pritchard discusses his method of recruitment as well as his theories on how to hire the right people for his company. The reader is even informed about some typical questions which the interviewer might ask a potential recruit, such as "why are manhole covers

round," or "how much water flows through the Mississippi daily?" All in all, this is a short, but entertaining look into the hiring practices of Bill Gates & company. See — "Wired for Hiring: Microsoft's Slick Recruiting Machine," *Fortune*, 133 (2) (February 5, 1996), p. 123-124.

Poetry Lovers Rejoice!

By Sarah Tusa (Lamar University)

Poetry aficionados will revel in the arrival of *Poetry Month*, which publishers and book marketers' hope will boost interest and activity in said area of belles lettres. Michael

Coffey reveals the origin and essence of this event. See — *Publishers Weekly*, 243 (13) (March 25, 1996).

Consortia Power

by Rosann Bazirjian (Florida State University)

This article describes the growth in library consortia as a means of improving the buying power of libraries across the country. Cooperative efforts are underway to purchase electronic materials with better pricing options. The benefit of making material available over linked networks is also discussed.

The article focuses on *Britannica Online* and consortium-based licenses, as well as on projects such as Georgia's Galileo and Virginia's VIVA. See — Thomas J. DeLoughry, "Purchasing Power," *Chronicle of Higher Education*, XLII (22) (February 2, 1996), p. A21, A23.

Bargain Books

by Rosann Bazirjian (Florida State University)

This article describes how university presses have turned to heavy discounting in order to move titles out of their warehouses. Annual sales catalogs show these discounts, and libraries have been reacting favorably by purchasing them. The

author points out the types of titles which benefit from this type of discounting. See — Scott Heller, "Bargain-Basement Scholarly Books," *Chronicle of Higher Education*, XLII (22) (February 9, 1996), p. A12, A17.

Science On-line

by Pamela Rose (SUNY Buffalo)

A new *Science* era has dawned for both readers and editors. Electronic channels are already facilitating receipt, review and production of the publication. Now *Science* magazine is committed to developing value-added Web systems which offer more than print. Connecting to <<http://science-mag.aaas.org/science/>> now allows readers to search archived abstracts and summaries of "Research News" and "News and Comment" back to Oc-

tober 6, 1995, as well as tables of contents back to June 23, 1995. Readers' interests in obtaining fulltext are being sampled, and additional tools are being introduced. Under consideration are hyperlinks for authors to link addenda to papers, a capability not possible in print. See — Floyd E. Bloom, "Refining the On-line Scholar's Tools," *Science*, 271 (January 26, 1996), p. 419.

Web of "Caches"

by Sandy Beehler (Cornell University)

The rapid growth in use of the Internet has contributed to a slowdown in accessing Web sites. So far the best solution to high traffic problems has been to develop a system of regional "caches" where popular Web pages can be stored for fast local retrieval without go-

ing to the actual Web page site. Problem: the system prevents Web site owners from knowing who uses their site — an important commercial consideration. See — "The Interminablenet," *The Economist*, February 3, 1996, p. 70-71.

Censorship Examined

by Twyla Racz (Eastern Michigan University)

This is an unfinished article by the late Ian Ballantine focusing on censorship methods by government, publishers and booksellers on mass market paperbacks. See — Ian

Ballantine, "Censorship and Massmarket Paperbound Publishing," *Publishing Research Quarterly*, 11 (4) (Winter, 1996), p. 3-8.

Paperback Censorship

by Twyla Racz (Eastern Michigan University)

The author presents a brief history of paperback censorship in the U.S. Paperbacks are more vulnerable because of their availability. This article originally appeared in the author's "Two-Bit Culture: The

Paperbacking of America." See — Kenneth C. Davis, "The Lady Goes to Court: Paperbacks and Censorship," *Publishing Research Quarterly*, 11 (4) (Winter, 1996), p. 9-32.

What is Censorship?

by Twyla Racz (Eastern Michigan University)

If a bookseller decides not to carry a particular book, is it censorship or selection? The author presents both sides of the question. See

— Martin Pedersen, "They Censor, I Select," *Publishing Research Quarterly*, 11 (4) (Winter, 1996), p. 33-38.

Giving the Consumers What They Need by Twyla Racz (Eastern Michigan University)

Newcomb discusses the importance of publishers meeting the multimedia needs of consumers, and the problems encountered. Since the author is President and CEO of Simon and Schuster, the empha-

sis is on that firm's initiatives. See — **Jonathan Newcomb**, "Multiple Media: Truths from the Front," *Publishing Research Quarterly*, 11 (4) (Winter, 1996), p. 81-90.

What Plan is This? by Twyla Racz (Eastern Michigan University)

The author who belongs to the "You-Are-There-Reading" school writes not only of her experiences, but also of others who carry out this

plan — and what the catch is. See — **Anne Fadiman**, "At the Scene of the Action," *Civilization*, 3 (2) (March/April 1996), p. 86-87.

The Information "I-Way" by Pamela Rose (SUNY Buffalo)

Information Wide Area Year (I-Way), an unprecedented new information network, could offer faster transmissions with fewer glitches than the Internet. I-Way's goal is to combine the best features of the Internet, making efficient use of information-carrying capacity of lines, and digital telephone systems, allowing seamless integration of

voice, video and data transmissions while avoiding delays. Demonstrated during the **Supercomputing '95** conference, I-Way ran a virtual reality simulation of a tire incinerator from 3000 kilometers away. See — **Jane Glanz**, "Researchers Feel Lure of the I-Way," *Science*, 271 (January 26, 1996), p. 444-445.

Shopping the Virtual Mall by Rosann Bazirjian (Florida State University)

This is a very interesting article about shopping on the Web. The author explores shop sites currently available, and informs the reader as to their worth. **Michael Martin** seemed most impressed with a site called **eShop Plaza**, and noted that one needs to download free software in order to tour the stores in this virtual mall. In addition to this site, Martin explores **L. L. Bean's**

Website, "**Fido the Shopping Dog's**" Website and **Time Warner's** site. This is an entertaining article which summarizes what is currently available as well as focuses on what is in store for consumers in the future. See — **Michael H. Martin**, "Why the Web is Still a No-Shop Zone," *Fortune*, 133 (2) (February 5, 1996), p. 127-128.

Struggles on the Way by Rosann Bazirjian (Florida State University)

This article focuses on **Southern New England Telephone Co. (SNET)**, as it gives the reader a glimpse of what life is like for this Connecticut telephone company now that Congress has passed the law allowing local and long-distance telephone and cable TV companies to compete in the same arena. SNET predicts that the average family will soon spend \$200/month on communications and entertainment, and they are therefore positioning themselves to be a big part of that future. The article then discusses

SNET's struggle with **AT&T** for local phone business, as well as with **TCI**, a cable company now racing to install fiber-optic lines to Connecticut customers. This is an interesting article which highlights one local telephone company's struggles against the larger, national, telephone and cable companies, in this day and age when the rules have changed. See — **Brian O'Reilly**, "First Blood in the Telecom Wars," *Fortune*, 133 (4), (March 4, 1996), p. 124-136.

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The Human Factor by Pamela Rose (SUNY Buffalo)

Electronic transmission is fast, but the speed of the publication process is limited by the human factor. Peer review still requires people to sit down and read manuscripts. Electronic submission from beginning to end might be a first step to

cutting publication time from three months to one month, in order to compete with preprint networks. See — **Gary Taubes**, "Speed of Publication: Stuck in First Gear," *Science*, 271 (February 9, 1996), p. 765.

Underground Authors by Pamela Rose (SUNY Buffalo)

Physicist **Paul Ginsparg**, Founder of the Los Alamos eprint archives, leads an underground movement of researchers who are trying to prove that scientific articles can be published "unbelievably efficiently" over the Internet as well as offered virtually free. Other biomedical and social science researchers may not be as receptive to circulating their work electroni-

cally, given the existing prestigious peer-reviewed journal culture. Ginsparg's tabled project to create a system of open peer commentary has evolved into a free, fully refereed, electronic journal which should keep publishers honest. See — **Gary Taubes**, "Electronic Preprints Point the Way to 'Author Empowerment'," *Science*, 271 (February 9, 1996), p. 767-768.

The Express Lane by Pamela Rose, (SUNY Buffalo)

The National Science Foundation has announced a program to fund high-performance links from campuses and labs to NSF's dedicated high-speed Internet backbone. Connections to the Internet will hopefully reduce scientists' frustra-

tions over a data superhighway that is becoming increasingly slow and prone to delays. See — "Going First-Class on the Internet" in the "Random Samples" Section, edited by **Constance Holden**, *Science*, 271 (March 22, 1996).

Copyright Controversy by Sandy Beehler (Cornell University)

In this article, law professor **Pamela Samuelson** comments on the white paper, "Intellectual Property and the National Information Infrastructure," released in September 1995 by the Commerce Department. She contends that legislation recommended in the paper will dras-

tically curtail free access to information over the Internet, and indeed, eliminate fair-use practices currently recognized as non-infringing by U. S. courts. See — "The Copyright Grab", *Wired*, January, 1996, p. 135.

First Amendment in the Digital Age by Sandy Beehler (Cornell University)

According to *Business Week* Disagreeing with the Supreme Court's statement that "differences in the characteristics of new media justify differences in the First Amendment standards applied to them," **William Bennett Turner** holds that first amendment protec-

tion of free speech can easily be extended to digital communication. He discusses how the First Amendment applies to various kinds of Internet communications. See — "What Part of 'No Law' Don't You Understand," *Wired*, March 1996, p. 104.

Keep This One Close By by Sandy Beehler (Cornell University)

This article gives a brief description of currently available tools for searching the Internet. The tools are listed by type: search engines, directories, "what's new," email addresses, gopher archives, software

search and "metasearches." I photocopied the entire article to keep next to my computer! See — "Guiding Lights," *Internet World*, May 1996, p. 40-44.

The New Sleuths by Sandy Beehler (Cornell University)

The use of "intelligent agents" — software that keeps an eye on topics and sites of importance to a user — is the next wave of computer "aids" to Web searching. The author describes both commercially

available agents and a couple of freebies (BargainFinder: <http://bf.cstar.ac.com/bf/> and Webware: <http://www.osf.org>). See — "Unleashing Agents," *Internet World*, May 1996, p. 55-57.

And They're Off ... by Sandy Beehler (Cornell University)

This article gives the reader a thorough investigation of the merits and demerits of various search engines. Best of the test? — Infoseek Guide (<http://guide.infoseek.com>) for "most relevant ar-

ticles" and AltaVista (<http://alta-vista.digital.com>) for "most comprehensive results." See — "Search Engine Showdown," *Internet World*, May 1996, p. 79-86.

Must Reading by Pamela Rose (SUNY Buffalo)

A new study, "Assessing the Academic Networked Environment: Strategies and Options," by **Charles McClure** and **Cynthia Lapata** is hailed by **Dave Carr**, Manager of Communications Systems, at SUNY Buffalo, as an important guidebook to assessing how useful computer networks really are. Funded by the Department of Edu-

cation, the 15-month study included site visits, and offered a range of assessment techniques to apply to individual academic settings. For more information, email <kreschen@istweb.syr.edu>. See — "Getting to Know Your Network" in "Random Samples" edited by **Constance Holden**, *Science*, 271 (February 2, 1996), p. 601.

Electronic Publishing Dilemma by Pamela Rose (SUNY Buffalo)

The tidal wave of electronic journals sweeping the Web is a force that is transforming the nature of scientific communication. Whether concurrent with print, solely electronic, or adjuncts of their paper versions, the interactive Internet turns journals into multimedia electronic conferences where articles replace lectures, sprout discussion groups and commentary, and allow access to original data and weaving of electronic journals and scientific libraries into a single interconnected

database. Still, publishers are caught in the lesser of two evils' web; losing print subscribers and topflight papers if they lag behind, and losing revenue if they move too fast. Elsevier, Springer-Verlag, Wiley, Blackwell Scientific, Academic and Taylor & Francis are all in the electronic race. The question of who pays and how they pay remains to be seen. See — **Gary Taubes**, "Science Journals Go Wired," *Science*, 271 (February 9, 1996), p. 764-766.