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What's in a Name?

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Three Cheers for the Google Books Project!

by **Bob Holley** (Professor, Library & Information Science Program, Wayne State University, Detroit, MI 48202; Phone: 313-577-4021; Fax: 313-577-7563) <aa3805@wayne.edu>



I'd compare the **Google Books Project** to efforts to settle the American West in the 19th century. If I'm remembering my history correctly, the railroads received massive land grants from the government but would make money from these grants only if they sold the land to settlers. The railroads then convinced settlers to migrate to the Great Plains, often through over-optimistic descriptions. The railroads may have profited unfairly from the government largess and may have even bribed some government officials to do so, but the government achieved its objective of populating the plains.

In the same fashion, **Google** may be setting itself up to gain exorbitant future profits, may be trampling on authors rights, may be eliminating future competitors, and may be guilty of wholesale copyright violations; but **Google** is getting the job done. I don't see any competitors even on the distant horizon. What other entity has the goal of digitizing human knowledge? Libraries, of course, but they don't have the money and certainly can't expect sufficient grant funding from the federal government that has enough problems with the current economy. If I were a **Google** stockholder, I might even ask questions at the next annual meeting because this investment is a risky bet that may take many years to valorize.

I haven't yet read any comparisons between **Google Books** and the creation of numerous major microform sets from the 1950s to the

1980s. (My **Google** search suggests that none exists.) The vendors selected various projects of greater or lesser importance, found the items to film, produced the film/fiche/micro-opaque copies, and sent their salespeople out to pitch the sets to the academic library community. I am almost certain that the libraries that provided the items for filming received some benefits from the filming, at the minimum, a free copy of the set. While this filming didn't involve the legal complexities of the current operation since virtually all the materials weren't covered by copyright partly because many publishers filmed materials included in retrospective bibliographies of older publications but also because the reach of copyright didn't extend as far into the past as it does today. Other companies could have created competing versions of the same product. Imagine this taunt: "Our version of *Early English Books* is better than your version of *Early English Books*." The companies, of course, didn't compete because such duplication wasn't economically viable.

Perhaps I'm naïve, but I don't see the need for a competing project. As I said above, I certainly haven't identified any other corporation that would undertake it. If librarians have created registers of microform masters to avoid duplication in preservation microfilming, why is it so important to duplicate digital versions? If the settlement is finally signed and passes Department of Justice scrutiny, **Google**

might be willing to look at creative ways to increase sales by making available subsets of the digital archives for specific purposes. I could see some use in identifying, just as an example, *Core Resources in Political Science*. Subject experts in the field would select the titles. A library could buy them in the same way that they used to buy major microform sets. **Google** might create the sets itself or might license such sales to third parties. Finally, I don't see any reason why companies or individuals couldn't produce bibliographies based upon the **Google** holdings to be used by libraries for specific acquisitions purposes. I don't think that doing so would violate copyright in the slightest way.

I've thought over this issue for nearly a month. Unlike some others, I see mainly advantages. One million public domain books from **Google Books** are now available on the **Sony eBook Store**. **Amazon** is offering for sale around 400,000 books in more than 200 languages from the **University of Michigan's** digital archives. I believe that these concrete accomplishments outweigh any theoretical objections.

Three cheers for the **Google Books Project!** 🍷

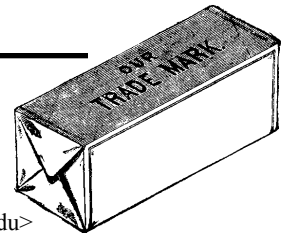
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world and competent to belong in it. Without any remaining wilderness we are committed wholly, without chance for even momentary reflection and rest, to a headlong drive into our technological termite-life, the Brave New World of a completely man-controlled environment. We need wilderness preserved — as much of it as is still left, and as many kinds — because it was the challenge against which our character as a people was formed. The reminder and the reassurance that it is still there is good for our spiritual health even if we never once in ten years set foot in it. It is good for us when we are young, because of the incomparable sanity it can bring briefly, as vacation and rest, into our insane lives. It is important to us when we are old simply because it is there — important, that is, simply as an idea (**Stegner** "Wilderness Letter").

So what have letterhead and the wilderness to do with each other? Precisely this: They possess inherent beauty and demonstrate placed, grounded reality. They are substantive and here and now. They appeal to all our senses. They contribute to our sense of humanity. We would miss them if they vanish entirely. We would miss one another should cyberspace ever become our only home. 🍷

What's in a Name?

by **Steven Shapiro** (Electronic Resources Librarian, Montclair State University) <shapiros@mail.montclair.edu>



What's in a Name? Quite a bit when you're talking about a database or electronic resource. A database's name could be potentially revealing or, oftentimes, confusing. I'm embarrassed to admit it but when we used to subscribe to **Gale's Expanded Academic ASAP**, I often got it confused with **EBSCO's Academic Search Premier**. Perhaps it was because they were both billed as general all-purpose databases with the word "Academic" in their title as well as the fact that **Academic Search Premier's** initials, **ASP**, were similar to **ASAP**. I was very happy when we upgraded from **Expanded Academic ASAP** to **Gale's Academic Onfile** (which we later canceled). I found myself no longer confusing the **EBSCO** and **Gale** databases. On the other hand, I can only imagine what our patrons thought. **Academic Search Premier**, **Expanded Academic ASAP**, and **Academic Onfile** must sound like a stream of nondescript gobbledygook.

I recently had a discussion with a colleague regarding the **Emerald** database (aka **Emerald Insight**) which includes journal content from **Emerald Publishing**. It is not obvious from the name that it includes a substantial amount of material related to management. I don't think it would be unfair for someone to assume that the database is devoted to Irish Studies. That is why we refer to the database as **Emerald Management** on our Website. The downside to this strategy is that, of course, there are other subject areas covered in **Emerald** like Information Technology which are not reflected in the name. As a corrective, we list **Emerald** under the subject heading Computer Science on our database page (along with Business/Economics).

As librarians we are supposed to direct our users to the most appropriate resources related to their research or topic. We do not do our users a favor by listing

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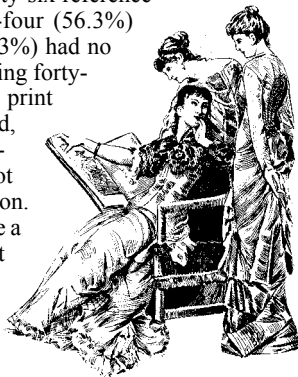
ATG Special Report — Why Do Reference Librarians Purchase Print or Online Reference Sources?

by **Carol A. Singer** (Reference and Instruction Librarian, Bowling Green State University) <singerca@bgsu.edu>

Few reference librarians would deny that library collections are transitioning from paper to online resources. In some academic libraries, the paper reference collection has been downsized due to a greater reliance on electronic resources. In March 2008, I surveyed the head of reference from each **OhioLINK** library that might have a general reference desk in order to discover whether print ready reference collections, a subset of the reference collection, were disappearing from college and university libraries. The survey was sent to the person administratively in charge of reference services, as identified on the library Website. In cases where this person could not be identified on the Website, the library's email reference service was contacted to request the name and email address of the appropriate person.

OhioLINK libraries were chosen because this provided a cross section of types and sizes of academic libraries. At the time of the survey, **OhioLINK** was a consortium of eighty-six college and university libraries, plus the State Library of Ohio. Members included sixteen universities, twenty-three community or technical colleges, and forty-seven private colleges. At that time, **OhioLINK** made available thousands of electronic resources, including more than 25,000 electronic books. Many member libraries also purchased additional electronic resources, but all had access to a wide array of digital sources, some of which might replace paper ready reference materials.

Each head of reference services was sent an email with a link to a survey about the past, present and future of print ready reference collections. Responses were received from a variety of types and sizes of colleges and universities. Of the ninety-six reference heads who received the email, fifty-four (56.3%) responded. Five of these libraries (9.3%) had no general reference desk. Of the remaining forty-nine libraries, twelve (24.5%) had no print ready reference collection. When asked, the heads of reference of these libraries replied that they did not regret not having a print ready reference collection. They were asked, "Why don't you have a print ready reference collection?" Most answered that they didn't feel the need for a print ready reference collection, with two also indicating they relied primarily on electronic resources.



Thirty-seven heads of reference responded that they had a print ready reference collection near the reference desk. As expected, most (68%) of these print collections were smaller and less used (73%) than they had been five years earlier.

More than eighty percent of these libraries had replaced at least one print ready reference resource with an electronic version. When asked why they had decided to do this, they gave the following reasons:

- The electronic version is available 24/7 (59.5%)
- User demand is for electronic access (56.8%)
- The electronic version is more current (48.6%)
- The electronic version is easier to use (40.5%)
- We saved space by using the electronic version (40.5%)
- The electronic version is quicker to use (37.8%)
- Electronic resources are useful for answering questions via email, IM, chat, etc. (29.7%)
- The electronic version has increased features or content (24.3%)
- The electronic version is cheaper than the print (13.5%)
- We decided to replace print with electronic as a policy (13.5%)
- The print version is no longer available (8.1%)

Almost eighty percent indicated they had kept at least some print ready reference sources even though these were also available electronically. The reasons given:

- The print source is easier to use (56.3%)
- The print source is faster to use (50.0%)
- User demand is for the print source (28.1%)
- Print source is cheaper (21.9%)
- Print source is more complete (6.3%)
- Kept print source as a matter of policy (6.3%)

Virtually all of the librarians who took the survey anticipated the size and use of their print ready reference collection would decrease during the next five years. One librarian wrote, "Even Stat Abs. a staple of our RR collection gets little use." Another responded, "We've already seen use of our science reference collections nearly cease. We're expecting the other subject disciplines to follow as more and more reference material is available online." 🐾

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databases or electronic resources as if they are branded consumer products like **Coke**, **Pepsi**, or **Dr. Pepper**. For example, our citation index, a **Thomson Reuters** database, is referred to as **Web of Science**. What is a **Web of Science**? You're guess is as good as mine. It sounds like everything except a multidisciplinary citation index. Including the term "Science" in the moniker is misleading and probably deters many of our users from exploring the database. Consequently, we have decided to refer to **Web of Science** by its previous nomenclature; **Science Citation Index**, **Social Sciences Citation Index**, and **Humanities Citation Index**.

The issue may sound trivial but it is actually quite important when it comes to marketing electronic resources to your client base — faculty, students, etc. From now on, we will think long and hard before listing a database by its vendor name. Instead of listing a database as say "**Proquest Central**," perhaps we will rename it "Really Big All-Encompassing Database" or instead of **Lexis-Nexis Academic**, we will substitute the name "Legal and Business Favorites." 🐾

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Gosh! **Another wedding!** It was **The One Big Thing** that happened this summer for **Todd Carpenter** <tcarpenter@niso.org>!! He got married in July on the eastern shore of Maryland. Below is the URL for some pictures! Congratulations, **Todd**!! <http://www.flickr.com/photos/future15/sets/72157620905653693/>



And, besides being newly married, **Charles Watkinson** <cwatkinson@purdue.edu> (see way above) was appointed **Director of the Purdue University Press** as of September 1! **Charles** was previously director of publications for the **American School of Classical Studies at Athens (Greece)** and will lead the **Purdue Press** in identifying and establishing a niche within the scholarly publication field. Together with colleagues at the **American School for Classical Studies**, **Charles** recently coordinated a \$1.2 million digital library and electronic publishing initiative funded by the **Mellon Foundation** and **European Union**. He received a Hons Archaeology and

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