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People Profile: Victoria Reich

Editor

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How is it Accessed?

The triggered content was copied from the archive and posted by **CLOCKSS** host institutions, the **University of Edinburgh EDINA** data centre and **Stanford University**. The content is not heavily used. For the month of November 2008, for example, the **Stanford** server for *Graft* delivered about eight URLs per hour. Excluding obvious search engine crawlers, readers downloaded 64 PDFs to 36 distinct IP addresses, of which 31 had domain names that could be found by reverse DNS lookup. Nine were identifiably academic. 28 of the IP addresses found the content via **Google**. Seven of them found the content via the **CLOCKSS** Website. In March 2008, a few months after the initial release of the content, about 7% of the access came via OpenURL resolvers. In November no accesses were recorded.

The *Auto/Biography* content is even less used. In the same month, only two PDFs were downloaded, both by a crawler.

At the time of the trigger event the **CrossRef** DOI resolver could map a DOI to only a single URL. **Portico** claimed the DOI, so it

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Victoria Reich

PROFESSIONAL CAREER AND ACTIVITIES: I've been privileged to work in great libraries with outstanding professionals. I learned how to do reference at the **University of Michigan** and further honed these skills at the **Library of Congress' Science Division**. I was Head of Serials and Acquisitions, first at the **National Agricultural Library** and then at **Stanford University**. My introduction to digital materials, and digital preservation came in 1982. I worked in the Office of the **Librarian of Congress** and one of my many assigned projects was to participate in the "**LC Optical Disk Pilot Project**." It would take twenty years for digital preservation to become a general concern. In the 90s I helped to start **Stanford University Libraries' HighWire Press**, the digital imprint of some of the best STM journals in the world. In 1998, with the help of a brilliant engineer, a small grant from the **NSF**, and the support of **Stanford University Librarian, Michael Keller**, we launched the **LOCKSS Program**. Today libraries are using the technology to preserve a broader spectrum of digital materials than we could ever have imagined. In October 2008, a terrific team of publishers and librarians successfully launched the **CLOCKSS Archive** as a non-profit organization. **CLOCKSS** is the only archive governed and owned by publishers and librarians.

BOOK I AM READING NOW: *Here Comes Everybody: The Power of Organizing Without Organizations* by **Clay Shirky**.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: **Paul Saffo** often remarks, "Never mistake a clear view for a short distance." I can't predict where the profession will be in five years but I can suggest steps we can take to ensure libraries remain vibrant, relevant institutions. **ATG** readers may be interested in an opinion piece I co-authored with **Michael Keller** and **Dr. David Rosenthal**, "'Just in Time' in Difficult Times: Lessons to be Learned." You can download it from the **CNI** Website at <http://www.cni.org/firms/2009a.spring/abstracts/PB-just-reich.html> — click on "Handout." 🌱

pointed (and still points) users to the **Portico** copy of the PDF, which is available only to **Portico** subscribers.

The **CLOCKSS** experience led to the discovery that the DOIs for triggered content

should be owned and managed by a community organization, not by a single Archive.

"The availability of *Graft* content in **CLOCKSS** prompted **CrossRef** to create an implementation of **CrossRef Multiple Resolution** since the content was available in more than one archive. The end result is that different archive URLs can be registered with the *Graft* DOIs so that users can easily find all the options available for the content. **CLOCKSS**, **Portico**, the **KB** and **CrossRef** have worked together closely to put a solution in place" — **Ed Pentz**, Executive Director, **CrossRef**.

Who Uses it?

The statistics above, reflecting one month's usage of one of the two servers concerned, show that triggered content gets little use, and that the majority of the use (75% in this case) is not identifiably academic. This is not surprising; the reason the content was triggered was that it was not generating enough use from academic subscribers to justify the costs of making it accessible.

Experience thus validates the decision by the **CLOCKSS** board to make triggered content open access, and the use of the **Creative Commons** license to do so. Charging for users



Figure 2: Screenshot of CLOCKSS triggered content, *Graft*.

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