

April 2009

## Biz of Acq: RSS for Acq

Xan Arch

Stanford University, archx@reed.edu

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### Recommended Citation

Arch, Xan (2009) "Biz of Acq: RSS for Acq," *Against the Grain*: Vol. 21: Iss. 2, Article 31.

DOI: <https://doi.org/10.7771/2380-176X.2574>

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## Questions & Answers from page 58

true whether the students are U.S. nationals or not. In future license negotiations, it would be a good idea to clarify that study abroad students enrolled in the U.S. institution's foreign study program are included in the license.

**QUESTION:** *At a public school, the concern is about making the multiple copying of school music performances. These include students singing music selections, graduation ceremonies and orchestra performances. The teachers want copies of the Christmas Music program for each student to keep. Is this permissible? What section of the TEACH Act governs this?*

**ANSWER:** It is not the *TEACH Act*, but section 110(4) of the *Copyright Act* that permits the performance itself (so long as there is no admission charge and no payment of fees or performers, promoters, etc.). The *Guidelines on the Educational Use of Music* governs copying the music performance. These were negotiated guidelines that were published in the *House Report* that accompanied the *Copyright Act* of 1976. The *Guidelines* are found on many Websites such as: <http://www.unc.edu/~unclng/music-guidelines.htm>. The *Guidelines* state at A.4. "A single copy of a student's performance may be made for evaluation and rehearsal purposes. This copy may be retained by the educational institution or the individual teacher." Thus, the *Guidelines* do not permit multiple copying of the performance or copies provided to students.

**QUESTION:** *An academic librarian is trying to find an equivalent English phrase for a commonly used expression on Russian dissertations and also on some older publications, mostly serials, that were published in amateurish fashion (reproduced from typescript, somewhat like samizdat except by Russian émigrés in Paris and other countries). Literally it is something like "published with the rights of a manuscript" and sometimes appears as just "with the rights of a manuscript" and is a sort of copyright statement. Is there some similar phrase used at any time in English along the lines of: "publication retains rights of a manuscript" "published with all of the rights attendant to a manuscript" "holds the rights of a manuscript" "by all rights a manuscript?"*

**ANSWER:** Probably the closest in the United States is "All rights reserved" along with the copyright notice. It was required under the *Universal Copyright Convention* (not really so universal since it was primarily western hemisphere). However, now the *UDC* is pretty much subsumed by the *Berne Convention* which the United States finally joined in 1989. "All rights reserved" is no longer needed. There is nothing specific about manuscript publishing rights in this country because of the right of first publication which automatically belongs to the author. Thus, no specific language is needed on manuscripts. 🐾

## Biz of Acq — RSS for Acq

by **Xan Arch** (Electronic Resources and Technology Librarian, Stanford University Libraries, Stanford, CA 94305-6004; Phone: 650-725-1122; Fax: 650-723-4775) <xanadu@stanford.edu>

Column Editor: **Michelle Flinchbaugh** (Acquisitions Librarian, Albin O. Kuhn Library, University of Maryland Baltimore County, 1000 Hilltop Circle, Baltimore, MD 21250; Phone: 410-455-6754; Fax: 410-455-1598) <flinchba@umbc.edu>

**RSS (Really Simple Syndication)** is an XML file format used by a broad range of industries to push news to interested parties. **RSS** readers provide a way for users to pull in and view new content as it's available. Libraries have been using **RSS** for years to provide information to patrons. For example, many libraries now have blogs that can be subscribed to via **RSS** feed. **RSS** is also a great tool for reference staff or subject specialists to alert patrons to new library items in a particular area of interest. We've been using this powerful technology to push information to library patrons; how can we use it for acquisitions work?

### Solutions

One challenge for libraries right now is electronic monographic series. My department has been receiving monographic series in print for years and recently our bibliographers have decided to switch some of them to electronic-only. Unlike journals, each volume of the series has a separate monographic record in our catalog, so how do we continue this practice of providing title-level access after the switch to electronic? There is no print volume arriving in the mail to alert us of each new issue. The practice until recently in my department has been to designate a staff person to check the Website of each series for changes on a daily basis. Enter **RSS**.

Some publishers provide **RSS** feeds meant for patrons who want to be alerted of the latest issue of a series, but Acquisitions can also use these feeds as a trigger to catalog the new volume or otherwise link it to the library Web space. A staff person can add several series feeds to an **RSS** reader and simply open the reader daily to check for new volumes. The reader will display any new volumes that have appeared and the user will not need to check every publisher site.

Another potential use of **RSS** for Acquisitions is to track new additions to aggregators like **Project Muse** and **JSTOR**. As staff are alerted to new titles added to these packages, they can set up access in the library catalog as well as communicate the new titles to collection development. If subject specialists are in communication with patrons and faculty members about certain topics, the information about titles that have been recently added to already purchased packages can be helpful.

Finally, **RSS** can be used in Acquisitions for publisher and vendor updates. Some companies already provide an **RSS** feed, tailored to librarians, for announcements about their services and the latest offerings. **Coutts Library Services**, for example, has a feed that updates library customers on new products as well as system alerts for their online ordering platform.

### But More is Needed

As much as we see vendors and publishers starting to provide **RSS** feeds, there is more that could be done for the benefit of library staff. Too often the **RSS** feeds available are aimed only at library patrons, instead of the library staff that provide access points for those patrons to the online material. The information for librarians is available by listserv or subscription emails. One large publisher recently moved from sending news and updates for librarians by CD-ROM to an online version with an email alert. Could this be provided in an **RSS** form? I'd like to see new title takeovers and changes in format pushed to me via **RSS** as I prepare for the annual renewal with a publisher.

More could also be done by publishers of monographic series. Some publishers provide an alerting service for new volumes by email, but many do not. Even when an alerting service exists, email inboxes have become prime real estate and no one wants to receive hundreds of publisher alerts. For those series that do offer an **RSS** feed, one common problem is that the feed only includes new volumes of the series but not recently digitized volumes from previous years or delayed publications. So though there were two volumes added within a month, an email or **RSS** alert may only mention the 2009 volume, not the just-digitized 1998 volume. Since Acquisitions can provide the access points to these resources, understanding that the users of alerts may include library staff, or creating dedicated **RSS** feeds for those staff, will help a publisher make sure that their work reaches the widest possible audience.

### Creating Content Ourselves

Acquisitions does not have to be only the recipient of an **RSS** feed either. We are the first stop for new purchases, so while bibliog-

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rappers and reference librarians provide subject-specific Websites and blogs for their users, we can provide a broader look at new resources recently purchased by the library. For example, a new e-resources blog with an **RSS** feed could be a way to push information about new acquisitions to the library community. Tagging within the blog could provide access to the blog entries by specific subject or format.

Another possibility is using this technology to push information about outages in databases or library systems. Currently many libraries provide this information on a static Webpage, depending on patrons and other library staff to check there when something isn't working. Adding an **RSS** feed to this Webpage would allow the library to push out information about outages to patrons and potentially stop some of the confusion and complaints before they come through to library staff.

### So How do I get RSS?

First you have to choose your **RSS** reader. For myself and my staff, I chose **Sage**, a **Firefox** plugin. **Sage** is a simple add-on to your **Firefox** reader that will allow you to add **RSS** feeds and display them in a sidebar. I like that I don't have to visit a separate Website to check my feeds. **Sage** allows you to go to a site and click the magnifying glass icon in the **Sage** reader to check the site for feeds. If **Sage** finds a feed, the reader will give you the option to subscribe. When you open **Sage**, it will check for new items from your feed and display the feed in bold if there is new content.

Another easy choice for an **RSS** reader is the **Google Reader**. This reader is an option available right from the **Google** home page and provides a place to aggregate feeds and share them with others. You can add feeds to a reader by looking for the orange symbol on many Websites. For **Google Reader**, click on the orange symbol and choose **Google** on the "Subscribe to this feed using" drop-down menu. Alternately you can paste a feed URL into the "Add a subscription" box. The reader shows previews of new content and allows you to track favorite items.

What if a Website doesn't provide an **RSS** feed? There are technologies available to make an **RSS** feed out of a regular Webpage. Two of the ones I've used are **page2rss** and **Dapper**. **Page2rss** is simple to use but will retrieve all changes made to a Website. This is problematic if a publisher makes frequent small or irrelevant changes because you will be notified every time. **Dapper** is more difficult to learn and use but it does allow you to create feeds of particular data elements, such as pulling together each new eBook title added to a publisher site and its URL.

These are a sampling of tools and uses for **RSS** in Acquisitions, but there will continue to be more ways we can use this technology as libraries acquire and maintain greater amounts of electronic content. **RSS** can help us receive and send targeted content immediately to those who need it, and this type of personalized on-time service will continue to be central to the library mission in years to come. 🌱

## From the University Presses — The Hidden Digital Revolution in Scholarly Publishing: POD, SRDP, the "Long Tail," and Open Access

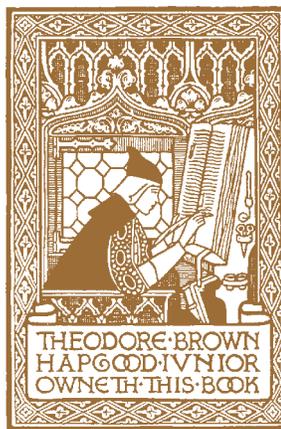
Column Editor: **Sanford G. Thatcher** (Director, Penn State Press, USB 1, Suite C, 820 N. University Drive, University Park, PA 16802-1003; Phone: 814-865-1327; Fax: 814-863-1408) <sgt3@psu.edu> [www.psupress.org](http://www.psupress.org)

When journalists write about the effects of the digital revolution on publishing, they almost always focus their attention on the progress of the movement toward making publications available in electronic form. Back in the 1990s, when the new dot.com businesses managed to persuade many venture capitalists that they were the wave of the future, there was so much enthusiasm for e-publishing that some pundits were ready to declare the imminent death of the book in its traditional print format. In his keynote address at the **Frankfurt Book Fair** in October 1999, for instance, industry analyst **Mike Shatzkin** spoke about "the inevitable future of the book business...when the printed book will be an artifact or a rich person's toy." The article in *Publishers Weekly* (11/15/99) quoting **Shatzkin** went on to say, reporting the gist of his further remarks: "The changes will come about because of the expansion of e-book readers.... Within 10 years [i.e., by 2009], cultural barriers against the e-book will be weakened, in large part because schools and corporations will spread the use of e-books by giving them to students and employees as a cheaper way to facilitate communication. At a certain point, there will be more material available on e-books than in print, leading to what **Shatzkin** called an 'e-book flip'." Even today enthusiasts for the eBook are making similar predictions. In an interview with **Amazon's** CEO on **ABC News** on March 10, 2009, where he announced the launch of the new version of his company's **Kindle** eBook reader, **Jeff Bezos** "said he thinks that books in their current form are becoming obsolete," and that "over time...e-books will be the only way people read books."

Predictions of the rapid growth of e-publishing turned out not to come true in its first phase in the 1990s, however, and most of the large commercial publishers that had invested millions on the strength of this enthusiasm cut way back on their investments in alternative media, some closing down their e-publishing units altogether as the dot.com bust of 2000-2001 put many of the early experimenters out of business or, like **netLibrary**, forced them to sell out to larger, more established entities (**OCLC** in **netLibrary's**

case), just as in the music industry **Netscape** eventually was sold to **Bertelsmann**.

In more recent years, there has been a resurgence of interest in e-publishing, sparked in part by massive digitization projects undertaken initially by such ventures as **Project Gutenberg**, the **Internet Archive**, and the **Million Book Project** and later, on an even grander scale, by **Google** first in its alliance with publishers and then more massively with libraries. The development of more sophisticated eBook reader technology, with the invention of electronic "ink" enabling the introduction of the **Sony Reader** and **Amazon's Kindle**, encouraged publishers to take a look again at the market for hand-held devices. Even more exciting prospectively, because of the sheer number of users worldwide, was the focus on mobile "smart" phones as a preferred single platform offering a potentially huge new market for e-products of all kinds including books. Publishers paid attention when, in February 2009, **Google** announced that 1.5 million books in the public domain from its digitization project would henceforth be available free to anyone having an **iPhone** or another mobile device that carries **Google's Android** platform: <http://www.downloadsquad.com/2009/02/06/google-offers-1-5-million-public-domain-books-for-your-mobile-ph/>. Though chastened by their earlier disappointments, many publishers are looking forward once more to the takeoff of the eBook market, and sales gains in the range of 300% or more year to year are not uncommon now, even though as a percentage of the overall book market eBooks still constitute a minute segment, under one half of one percent. Yet the increases are impressive enough to be taken very seriously by publishers



— and to be noticed by journalists seeking new stories about the industry.

Meanwhile, virtually out of sight to the general public and the journalists who cater to it, digital technology really has been creating a revolution in the industry, perhaps nowhere more crucially and significantly than in scholarly publishing. As the Internet was capturing the public's imagination in the early 1990s and dot.com startups sought to take advantage of

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