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And They Were There-Reports of Meetings-20th Annual Charleston Conference and A Conference Tour

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QUESTION: *A faculty author wants to use some wonderful wedding photos from the 1940s and 1950s which he found in the state archives. They seem to have been originally published in the local newspaper's society section, then somehow wound up in the archives. It would be very difficult to trace these people 40 or 50 years later, but the author wants to use the photos in a book.*

ANSWER: This is a fairly complicated issue which may just boil down to whether the faculty author is willing to assume the risk. Interestingly, in U.S. copyright law it is not the subject of the photos who owns the copyright but the photographer. Since these were published in the newspaper, you would need to find out if the photos were taken by a newspaper staff photographer, in which case the newspaper would own the copyright, or by regular photography studios. If the latter, the photographer owns the copyright.

The copyright would have expired 28 years after publication unless the copyright holder renewed the copyright for an additional 28 years (this has now been expanded to 67 years). To trace this by date, see my chart called "When Works Pass Into the Public Domain." <url> <http://www.unc.edu/~uncclng/public-d.htm>.

After all of this, however, it is highly unlikely that any photographer from that long ago or his or her heirs would be around to complain. So, you might well decide to assume the risk.

QUESTION: *If an instructor puts on reserve a journal reprint that she purchased, is it permissible to keep it or reserve for more than one semester without copyright permission? Does the first sale doctrine apply?*

ANSWER: If the professor paid for the reprint or paid royalties, then the library is not further reproducing it by putting that one reprint on reserve. It is a purchased item just as if the library itself purchases a book and places it on reserve. Therefore, the more than one semester limitation from the ALA Model Policy on Library Reserves does not apply. Under the first sale doctrine, found in section 109(a) of the Copyright Act, the owner of a lawfully acquired copy of a work may dispose of that copy as he or she wishes. This would include putting it on reserve in a library.

And They Were There — Reports of Meetings

Column Editors: **Sever Bordeianu** (Head, Serials Cataloging Section) <sbordeia@unm.edu>
and **Julia Gelfand** (UC, Irving) <jgelfand@orion.oac.uci.edu>

20th Annual Charleston Conference: Issues in Book and Serial Acquisition: Is Bigger Better?

Report by **Janet L. Flowers**
(Head of Acquisitions, Academic Affairs Library,
University of North Carolina at Chapel Hill) <janet_flowers@unc.edu>

The title of this conference was certainly a timely one as the scholarly communication community has witnessed numerous mergers and acquisitions within the publishing, vending and library communities within the past several years. In addition, there are numerous new packages or aggregations of e-resources. **Nancy Eaton**, Dean of University Libraries at Penn State, gave the keynote address where she noted that disruptive technologies are introducing new waves of individualism and creativity in the production, distribution, and use of scholarly works. They also are leading to volatile market turbulence. This is characterized by the almost daily announcements of shocking changes in the relationships of those in the scholarly information chain. The hot announcement at this conference, of course, was the bid by **Reed Elsevier** and **Thompson** to purchase various parts of **Harcourt Publishing**.

Cindy Cunningham, from **Amazon.com** (and a former librarian), talked on the topic of whether libraries should be more like **Amazon.com**. She applauded the customer focus of the company for which she works and urged librarians to be equally as focused. She noted changed expectations from customers that include exhaustive access, 24/7 service, affordability, an easy starting point to all resources of interest, and an interactive environment. She reported that **Amazon** uses an approach which has been dubbed in Website design parlance as the "soft landing," i.e., a point at which the customer knows where he or she is and can easily be oriented to other relevant links. She also touted **Amazon's** relevance searching and similarities features and suggested their consideration by libraries. She urged librarians in the audience to be creative and think of ways that libraries could adapt some of the features of the dot.com companies, while recognizing that there are issues, such as privacy, that must be addressed. She was well aware

of resource constraints, but noted that there is a clear shift in focus within libraries to online services and a desperate need for more user surveys to determine behaviors, needs, and preferences.

A very hot topic at the conference was the status of e-books. Two sessions, in particular, were quite good. **Rick Lugg** and **Ruth Fischer** of **R2 Consulting** delivered the first: "E-books for Librarians: Mapping a New World." They showed that e-books can be made available in various ways: PC-based readers, PDAs (personal digital assistants), dedicated e-book readers, and via the Web. Likening the current environment to that of a gold rush, they detailed some of the predictions regarding the volume of e-book business expected within the next five years. For instance, an **Association of American Publishers/Anderson Consulting** study predicts that e-books will comprise 10% of the overall book market, or \$2.3 billion within 5 years. They then demonstrated a dynamic map of the current e-book world that they developed using **Inxight** software. Using original content as their center and users as the perimeter, they traced the many routes that conversion, distribution, rights management, content discovery, and delivery can take in this rapidly emerging field. They looked at who is selling in the field now and how they are approaching their business and customer models — to serve both libraries and consumers. They described the market as very much a learning environment with much experimentation underway.

They closed with these thoughts from **Jason Epstein** in the November 2, 2000 issue of the *New York Review of Books*: "These new technologies will alter the way books are transmitted, but the author's task will remain essentially the same as when **Homer** sang the *Odyssey* and **Dickens** presented his novels, chapter by chapter, before enchanted listeners. So too will the experience of readers re-

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main essentially the same, as they flip their electronic pages or order their books from neighborhood kiosks where machines may soon print one copy at a time on demand, indistinguishable from a factory-made paperback book, and not much more expensive to produce. The number of such readers, however, will increase greatly as new technologies deliver the content of books instantaneously and at negligible transportation cost to the remotest corners of the earth, awakening the desire and imparting the skills to read them. The revolutionary technology of movable type opened the cloistered libraries of the fifteenth century to all of Europe, and gave birth to a new world and its dream of reason. The far greater political and cultural consequences, for better or worse, of emerging electronic technologies as they extend the range of today's vast libraries, can hardly be imagined."¹

R2 Consulting intends to develop a map as a subscription Web site, and to offer the presentation to organizations interested in understanding the emerging book industry and their role in it.

The panel on "E-books: Still Here One Year Later" gave a status report on what had or had not changed since the panel at the 1999 conference. **Matt Nauman**, from **Blackwell**

North America, who moderated the panel, began by noting that since there are varying degrees of interest among publishers, multiple partners are currently forming. So far, there is no drop in print sales and it appears that customers want e-plus p-books. He also noted that there is now a budget line for e-books in many libraries. He explained that it is important that there be common interfaces to e-book providers. Nauman described customer expectations as being that the cost should be lower than p-books. Finally, he decried the lack of a workable business model and noted many unanswered questions. Who will host titles? How will interfaces work? How will the pricing be established?

Nancy Gibbs, (North Carolina State University) reported that her library now uses e-book readers to display popular newspapers and magazines. She found the field to still be quite under-developed in the following ways. The content is not there yet; there are just too few selections. There is a lack of selection tools for those wishing to make purchases. Some of the e-publishing amounts to self-publishing, a format traditionally avoided by librarians as they attempt to meet quality standards by selecting peer-reviewed titles. There is no interoperability of texts so the reader or library must purchase multiple e-reading devices. On the other hand, she could see niches where e-books make lots of sense such as when a cluster of users with a

small amount of time (e.g., school assignments) and a tight deadline need access to the same or similar resources. She hopes for the day when it will be as simple to purchase an e-book as it is a print one. She implored publishers and vendors to include librarians in the planning for development, design, and marketing of new e-books or devices.

Dennis Dillon, Director of Libraries at the University of Texas at Austin, talked about his library's extensive experience with e-books. They have developed seven principles for selection of e-books: 1) no proprietary hardware or software, 2) a scholar's workstation approach, 3) persistent url, 4) must be user-friendly, 5) must be library friendly, 6) must be able to read on or offline, and 7) should be considered bit streams (not really a book). See <http://www.lib.utexas.edu/cird/principles.html>.

Among his concerns are that we still live in a predominately analog world. The current e-book environment is excessively fragmented. The rights management could easily become excessive thereby reducing the value of e-books to libraries. There is what he believes to be premature hype in which e-book vendors have been primarily concerned about copyright protection and revenue streams, rather than solving any problems of consumers or meeting customer needs. He believes that, if e-books become ubiquitous,

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meaning that they are permanently available and for sale on the Internet, this presents libraries with a challenge, which would force them to redefine their mission. User statistics for e-books are surprisingly high at the University of Texas at Austin, but Mr. Dillon is unable to explain why at this point. However, because of this high use, he is willing to continue to purchase e-books as a significant portion of the collection.

David Kohl, from the University of Cincinnati, talked about the impact of consortial buying on collection development. The **Ohio Link** project is spending approximately \$16,000,000 in package deals for electronic resources annually. This has led to greatly expanded access for their patrons. In fact, in the past, the libraries spent the same amount of money to grant access to 25% of the titles acquired on a title-by-title basis. No library has less than doubled the number of titles provided through this project. The deal enabled them to gain control over inflation and reduced their Interlibrary Loan costs. As a result of their experience and his analysis, Kohl has concluded that access is more important than selection in terms of use by the patrons as his studies showed that 58% of the uses were for titles NOT originally selected! He, therefore, believes that access trumps selection in terms of providing the best service to our users and that these results indicate that there has been and still is a huge unmet need. Upon reflection, he now sees the previous role of selectors as that of rationing access, not selecting. The solution to improving our service is not better selection but greater access. There is a shift in the focus away from selection as the primary function of selectors or bibliographers. He believes that there needs to be a new mindset that their responsibilities are not limited to purchases or "spending the budget," but solving information needs of patrons. Kohl, furthermore, thinks that libraries, taking advantage of the usage data available from the consortia, publishers, or vendors should negotiate for repricing, not cancellation, of e-resources, depending upon the level of use. This talk was provocative in that it questioned some of the primary tenets of collection development for the past 30-40 years.

In a crossfire-style debate on whether title-by-title or batch selection is better, **Tony Ferguson** (Columbia University) and **David Goodman** (Princeton University) wrangled with quality versus quantity. Should libraries (particularly academic ones) be filtering or selecting the quality journals for their users — even if they use the non-selected titles? This is a philosophical issue for further consideration by librarians, particularly those in collection development. As always, there were many new

questions (of which, is bigger better was only one) raised at the conference. Even with many questions unanswered, the conference provided a stimulating continuing education for the attendees. 🍷

Endnotes

1. Epstein, Jason, "The Coming Revolution," *The New York Review of Books* v. XLVII, # 17 (November 2, 2000). p. 4.

A Conference Tour

by **Ana Arias Terry** (Vice President, Informed Strategies)
<ana.terry@informedstrategies.com>

It's Saturday (so I must be in San Diego)!

After being "on tour" at publisher, librarian, and user interface conferences, this author shares some reflections and highlights.

It all started innocently enough. Attend a few conferences. Get the scoop on the latest trends in the industry. Touch base with some clients. Catch up with some colleagues I hadn't seen in a while. Meet some new folks.

The experiences were insightful, most of them interesting, and my level of enthusiasm waned only at the prospect of boarding another plane. I certainly have no real grounds for moaning about business travel, especially compared to some of my international colleagues whose regular form of transportation is a 747. But I humor myself. I allow myself one moaning credit because on average, I spend about three-and-a-half hours each way in transit just to get to and from my "local"

airport. And that's in good weather.

In these pages, I will share what I found to be some of the more interesting highlights of the various conferences I've attended, as well as some editorial commentary. As is apt to occur at conferences brimming with interesting topics and speakers, I was, of course, unable to attend all the desired sessions. So any general omissions of nifty educational content and dazzling speakers must be credited to me alone.

The meetings I attended were: **American Library Association Midwinter**; **American Association of Publishers/Professional & Scholarly Publishing**; **National Federation of Abstracters & Indexers**; **User Interface 2000 West**; **Society for Scholarly Publishing**; **Special Libraries Association**; **NASIG**; **ALA Annual Conference**; and the **Charleston Conference**. — AAT

ALA Midwinter Minter—San Antonio, TX, January 15-17, 2000: "Libraries Build Community."

Report by **Ana Arias Terry** (Vice President, Informed Strategies)
<ana.terry@informedstrategies.com>

Although I was only able to attend a quick two days of this meeting, I was able to catch one worthwhile workshop, stroll through the exhibit hall to chat with a few vendors, and catch part of a noon-time presentation by **Dr. Richard Rowe**, President & CEO of **RoweCom, Inc.** A mariachi band and a superb Elvis impersonator made their mark at the exhibit hall, where more than 450 exhibitors showed their wares and services.

The workshop that I attended was called "Partnerships in the Electronic Age: Challenges and Solutions" and was sponsored by **MCB University Press**. About 50 librarians, publishers, researchers, and vendors got a chance to share their ideas and concerns on four topic areas: archiving options and collaboration; the pros and cons of Web-based secondary indexes vs. full-text searches; article vs. journals as the preferred unit of currency; and ways to promote e-resources on university campuses. The dialogue was lively, collegiate, and extremely well received. More

information can be obtained by visiting **MCB's Library Link** online presence at www.liblink.co.uk.

Dr. Rowe, in his un-scripted pitch, spoke at the **RoweCom** booth about the company's three visual images driving their business. First, there's pyramid (in which he described four layers—wisdom, knowledge, information, and data). He said that the goal is to assist the librarian in spending more time at the wisdom and knowledge levels. This in turn helps place the library as a community center.

The second image is the sphere. It has three layers. At the inner most center is what he called the current awareness information layer, or the information needed by faculty and students to stay current in their specialty areas. The second layer consists of the just-in-case resources such as books, journals, and other links. The third and most outer layer consists of the materials the institution hasn't bought yet.

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The third image he offered a sizeable crowd is the cube.

Three dimensions comprise this image: vertical, horizontal, and lateral. The vertical dimension is the type of institution that uses his company's services—academic, business/finance, and hi-technology. The horizontal dimension is comprised of the knowledge worker—the student, the physician—organized by profession. Knowledge resources themselves take up the lateral dimension in the form of content (such as journals, books, market research reports, databases) and knowledge services (such as consultant databases and distance learning).

Dr. Rowe pointed out that **RoweCom** will follow the organizational structure as represented by the cube. "The 21st century is the century of the mind," said **Dr. Rowe**. "Learning is going to be the name of the game."

Okay, Tighten your seatbelts. From here on out, it's the tour in fast mode. Here are some high-level nuggets I walked away with, or as they say, "Just the FAQs, ma'am."

AAP/PSP Annual Conference 2000—Washington, DC, February 6-9, 2000: "The Cutting Edge & Beyond."

Report by **Ana Arias Terry** (Vice President, Informed Strategies) <ana.terry@informedstrategies.com>

A lot of hot topics made this cauldron boil. Among them:

The state of Distance Education today -

- Much more data is available in terms of what's working and what's not, in corporate, university and government initiatives.

- It's turning into big business with 3,700 higher education students involved in Web-based distance learning, 45% of college students online at least once a day, and close to 85% of colleges offering Distance Education in the next few years (**Isabella Hinds**, Director of Publisher Relations, **WebCT**).

- "Who owns the content, the institution or the professors?" is a raging question in search of an answer.

New economic models are allowing open access to previously closed info (**Bill Arms**, Professor of Computer Science at **Cornell University** & Editor-in-Chief of **D-Lib**)

On the mind of the audiences -

- Reviewers refusing to review for high-priced journals.

- A lot of waste and content quality problems in what's being published.

- The world is getting a shorter attention span that will require a shift in the way products are marketed.

- Change will need to take place in academic and scholarly publishing that will bring us to where the music industry is today.

- Lots of interest on permission marketing: Coined by **Seth Godin**, permission marketing is about asking the customer for permission to inform her about your products; about allowing customers to segment themselves; and about ensuring that all communication with customers is anticipated, personal, and relevant. The Internet is the best tool for implementing permission marketing, but much has to do with the mind-set even before the medium.

- Need for centralized rights database for access control built on cooperation by publishers through **CrossRef** or similar initiative.

Some predictions -

- Books and journals won't be freestanding units; more models of shared ownership of content will emerge.

- Subscription prices will go down, ad revenue up as will e-commerce revenue.

- Leverage subject power in as many media with as many different audiences as possible.

- * Big Point: If content was ever king, it will have to share the crown with a few other "e's" (i.e. e-functionality, e-commerce, e-customers).

Some observations from a strategic perspective -

- In 1998 the book industry generated \$23B in revenues; "Anyone who doesn't look at the Internet is going to lose." (**Bob Haddock**, President of **New Media Associates**)

Internet and Web technologies were the talk of the town.

NFAIS 2000 Annual Conference Philadelphia, PA, February 20-23, 2000: "Y2Content - The Battle for the Desktop."

Report by **Ana Arias Terry** (Vice President, Informed Strategies) <ana.terry@informedstrategies.com>

e-Journals Workshop (Pre-Conference):

Over 40 participants attended the workshop to generate ideas and suggestions for directions to take editorial, archiving, linking and technical standards for e-journals.

Pat Harris, Executive Director of **NISO**, welcomed guests and introduced the agenda. **Emily Fayen**, **RoweCom**, led the workshop with speakers **Howard Ratner** of **Springer-Verlag**, **John Ewing** of the **American Mathematical Society**, **Helen Atkins** of **ISI**, and **Regina Reynolds** of the **Library of Congress**.

Four breakout sessions covered 1) editorial standards, 2) archiving, 3) linking, and 4) technical standards.

Issues at play:

- 1) New publishing practices
- 2) Keeping up with new content, especially for libraries
- 3) Quality assurance
- 4) Globalization
- 5) Changing economies - covering the costs
- 6) Identification of published items
- 7) Changing needs of A&I services
- 8) Services being offered by aggregators
- 9) Libraries and consortia need more journals and better tools
- 10) Rights management
- 11) Archiving

Major industry issues:

- 1) Cost of publishing
- 2) Readership makeup
- 3) Changing expectations

Key player issues:

- 1) Authors & Scholarly Societies - Q&A in self-publishing
 - 2) A&I services - impact of e-journals on existing practices
 - 3) Aggregators - multiple content source management, rights management, archiving
 - 4) Libraries - keeping up with flood of content, keeping on top of new publishing patterns, providing easy access to patrons, dealing with uncertainties of rights management and archiving.
 - 5) Consortia - rights management, assured access, and archiving
- Would more standards help? How can the industry ensure that people will use standards more effectively?

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The conference itself:

We're living in a new, networked economy. It's time to abandon the known.

Publishing is traditionally a product-based business. The current trend is moving from products to services, particularly as the customer is demanding the choices. Investment and transition time should be looked at long-term. Today's investments will provide the edge in five years.

Six key branding criteria: accessibility, navigability, technical performance, customer service, visual expression, and content.

In consortia we need to stamp out complexity, to make it affordable, to make it accessible (in perpetuity), and work to make contracts accessible to ordinary people.

The current road to better retrieval: integration, indexing, personalization, portalization, and popularization.

The consumer is the Internet nomad, traveling from one service to another as needed. He wants instant gratification from a search with no barriers or delays - wants parts, not wholes: day, not month; article, not issue; chapter, not book; chart, not report.

In linking to documents on the Web, logistic issues include: the scale of links to other documents and links to your documents; designing them into documents to account for their sometime transient nature; and management in the editorial process.

Successful companies don't just focus on the Web; many are active with call centers, how to get content on handheld devices, and what content should look like. They focus on streamlining using online communications and consider carefully what they should do at each step of the process. To strengthen customer relations, target the right customers, own the customer's total experience, streamline business processes that impact the customer, and provide 110%+ service.

User Interface 2000 West - San Francisco, CA, April 17-19, 2000.

Report by **Ana Arias Terry** (Vice President, Informed Strategies) <ana.terry@informedstrategies.com>

This conference covered user interface design of products and Web sites. It had a small number of longer, highly focused sessions. A short description of all the sessions follows with more details on those I attended.

"Inventing Interfaces: Tactics, Tricks, and Techniques for Breakthrough Innovations" by **Larry Constantine**, University of Technology, Sydney, Australia, & **Constantine & Lockwood**, and **Lucy A.D. Lockwood**, **Constantine & Lockwood**, covered the considerations and techniques one can employ in the design stage of creating a software product or Web site. The session explored the means of creative and abstract processes involved, formulating those towards goals, and structuring those into a coherent design.

"Information Architecture Design" by **Peter Morville** and **Samantha Bailey**, both of **Argus Associates**, looked at the all-important need to organize information into an associated structure for more natural management and use. Means of exploiting current and future technologies in this process were explored in conjunction with their use in looking at the information needs both from the top and from the bottom.

"The Essentials of Screen Design and Layout" by **Sarah Bloomer**, **The Hiser Group**, was an exploration of usability driven and informed layout and design of user interfaces. Part of the focus was to identify the core design issues separate from the implementation details and platforms.

"Discovering User Needs: Field Techniques You Can Use" by **Kate Gomoll**, **Gomoll Research & Design, Inc.**, and **Eric Bond**, **M&I Data Services**, looked at the means of user-centered design by incorporating the user in the design process in a way that elicits both the business process needs of the user and the bottlenecks that need to be addressed. User-centered design has the following basic steps: research to define the users' environment, goals, and tasks; design to associate the business process to a model that can be implemented; test to evaluate usability; and iterate to refine the design based on actual use. In this approach the initial research is just as critical as the cycle itself. The work being supported in the real world is just as critical as the vision of the new product.

"Designing With the Mind in Mind" by **Dr. Thomas Hewett**, **Drexel University**, took a look at how aspects of human memory and cognition should be addressed in interface design. A user interface should work in concert with the understanding of the mind's natural process to ease conflicts and more seamlessly integrate the man-machine interface. This session was organized as a series of active explorations and demonstrations so the participants could experience, first-hand, the mind at work.

"Taking Control Back From the Inmates" by **Kim Goodwin**, **Cooper Interactive Design**, was a look at identifying core user types. At the core is not the tasks and activities that an archetypal user performs, but the underlying goals that drive those tasks and activities.

"Web-Based Training: Designing Applications That Teach" by **Bill & Kit Horton**, **William Horton Consulting, Inc.**, covered approaches for creating virtual classrooms that foster collaborative learning of the participants. Ways to leverage technologies like email, chat, and video-conferencing were addressed as means for moving beyond courses to simulations and telementoring.

"Vectors on the Web" by **Lynda Weinman**, **lynda.com**, provided an in-depth look at vector graphics. Both current vector graphic tools and some in the pipeline are considered in application to Web use. In simplistic terms, vector graphics is a methodology in rendering graphics akin to "connect the dots," where all that is defined are the dots. The other common form of graphics is akin to the child's toy, Lite Brite, where all pegs are required to define the image. *

SSP 22nd Annual Meeting - Baltimore, MD, May 31 - June 2, 2000: "Back to the Future: Publishing for the Third Millennium."

Report by **Ana Arias Terry** (Vice President, Informed Strategies) <ana.terry@informedstrategies.com>

Issues affecting providing access to literature surround pre-prints, digital archives, document linking, reference linking, "real" e-journals, interpersonal networks, data repositories, full-text search engines, and metadata.

Need to get public to understand the hidden economics of information. It's not free and never was. How do we go on funding the production of information?

Frustration with the Process: can't get access to the good stuff because not associated with the organization; permissions impossible to get; peer review doesn't always add much; copyright is superfluous; it can take forever to publish; meanwhile, author has moved on; need permission to use own stuff.

Reference Linking:

Value: logically related articles in 1 or 2 clicks; allows primary literature to be seen as a body of primary literature; benefit to researchers.

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providers; shouldn't be a single aggregation; users access content in different ways.

Infrastructure is developing: interoperability; standards; article identifiers; resolution systems; metadata; business rules.

Information Economy:

- Customer is king
- Define the value chain
- Industry sectors are blurring
- Removal of access barriers is important
- Use depth of customer info

-Emperor Claudius - "Beati possidentes" - Blessed are those who possess, or for us "Content is king."

Authors tend to be regarded in the periphery. It's time to get the authors directly involved with the rest of the community.

Speed of publication has begun to outpace that of review and quality control.

Funding that creates research has grown faster than funding for publishing.

Digital Archiving:

In past libraries, now publishers, third parties like JSTOR. In e-journal world, if don't own, can't preserve.

What does it mean to preserve e-journal - whole experience not just text? Need to do it as we create it. Potentially too transient if not consciously considered.

Abuse of online content needs to be addressed in context of risk, technology, tracking, and culture.

SLA 91st Annual Conference - Philadelphia, PA, June 10-15, 2000: "Independence to Interdependence: The Next Phase in the Information Revolution."

Report by **Ana Arias Terry** (Vice President, Informed Strategies) <ana.terry@informedstrategies.com>

There is a trend toward direct interaction between users and products.

With the explosion of information available online and its fragmentation, technology solutions aren't keeping up with the needs for informed decisions. If the decision has a high consequence, executives are less comfortable doing the research online on their own.

Reintermediation is the extraction of the best of the Web and offering a way to manage it.

Disintegration and the rise of reintermediation is a way to provide what's missing from current technology. The roles of knowledge engineers and knowledge strategists are emerging in the mainstream. In the current state of technology people are probably going to be part of an online strategy.

Public libraries will need to be competitive, relevant, and innovative to maintain their position. Fee-based services may be part of this strategy. While this may seem counter to tradition, it is a way the public libraries can support some of the specialized and diverse needs of their public by being able to fund new services, increase visibility, and add value to traditional public services. It can even benefit collection development.

To measure the outcomes of information products, track usage, calculate financial impact and publish outcome. Feedback is important. Establish baselines and track trends; be brutally honest. Participate in corporate competency modeling.

Complications:
multiplicity of information services and

NASIG 15th Annual Conference - San Diego, CA, June 22-25, 2000: "Making Waves: New Serials Landscapes in a Sea of Change"

Report by **Ana Arias Terry** (Vice President, Informed Strategies) <ana.terry@informedstrategies.com>

Traditional Serials Publishing:

1. Author (create)
2. Publisher (value add)
3. Distributor - library, vendor (warehousing, distributing)
4. End user (enjoys, uses, resuses)

Internet has blurred the process.

1st wave - Web delivery and user interface

2nd wave - functionality

3rd wave - re-aggregation

4th wave - communication and personality

Components of access control: someone hosts the content; someone knows how to find it; someone else has the right to see it.

The problems in navigation: linking methodologies; permissions; appropriate copy.

Linking methodologies: URL, DOI

Permissions: need to know who user is; need to know user's affiliations.

Appropriate copy: abstract, full-text, database overlap.

Issues regarding archiving: lack of theoretical base about how to archive; values; technology; economics and permanence; legally possible solution: resource sharing and cooperation

ALA Annual Conference - Chicago, IL, July 6-12, 2000: "Libraries Build Community."

Report by **Ana Arias Terry** (Vice President, Informed Strategies) <ana.terry@informedstrategies.com>

According to **Sara Laughlin** of Bloomington, IN, the top 10 trends for networks in the new millennium:

1. Restructuring work
2. Complex, rapidly changing electronic information environment
3. Complete rethinking of education
4. Growth in "Buying Clubs" and cooperatives
5. High demand for skilled workers
6. Diversifying funding
7. Collaboration and partnering
8. One-stop shopping
9. Accountability
10. Demand for extraordinary service

User-based user interface design and testing:

1. User comments
2. Observe users at work in current environment
3. Design on paper
4. Prototype
5. Test

User interface design principles: usefulness; consistency; simplicity; accessibility; and tone.

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logical structure; accessible navigation; online help; readily available contact info; and aesthetics.

Usability testing:

1. Determine what is to be evaluated
2. Create appropriate tasks, goals and measures
3. Watch 3-5 users do tasks while thinking out loud
4. Discuss findings and develop solutions
5. Retest after changes

User-centered design is an iterative process.

Work on how people see the world.

Anwar Sadat: "He who cannot change the very fabric of his thought will never be able to change reality, and will never, therefore, make any progress."

Some seismic social/economic shifts according to **Stephen Covey**:

- Globalization of markets and technology
- Democratization of information/expectations
- Universal connectivity
- Exponential increase in competition
- Wealth creation movement from capital investment to intellectual and relationship capital
- Free agency
- Permanent whitewater

Librarianship's core values: intellectual freedom; equity of access; democracy; and service.

20th Annual Charleston Conference – Charleston, SC, November 2-4, 2000: "Is Bigger Better?"

Report by **Ana Arias Terry** (Vice President, Informed Strategies) <ana.terry@informedstrategies.com>

Pre-Conference: "Evaluating Electronic Resources"

Recently released white paper on usage statistics is now available from the **National Commission on Libraries & Information Science** (NCLIS). Authored by **Judy Luther**, President, **Informed Strategies**, the paper is called "White Paper on Electronic Journal Usage Statistics" and can be found at www.clir.org/pubs/reports/pub94/pub94.pdf.

Few snippets from findings: approximately 70% of academic library budget is spent on journals; electronic resources comprise about 20% of materials; it's expensive to create functionality for statistics and this is a new role for publishers; there's uncertainty about data needs and concern by publishers regarding what the data will be used for.

There's much debate about what exactly is being measured, how statistical information on products is being gathered (what will be counted in the data collection; how will it be measured in the analysis); and how will this be made available and presented.

Biggest surprise? Reliability of data due to variations by vendors in terminology and in issues such as caching, log files, software, lack of comparable data, lack of context, incomplete usage data, awareness by faculty and users of what electronic resources are available, the extent to which an interface can affect usage, the most appropriate way to measure cost per use, and concerns on user privacy.

There are numerous groups working on statistics and usage issues besides **CLIR**. Among these are:

-**International Coalition of Library Consortia (ICOLC)**
www.library.yale.edu/consortia/webstats.html

User interface design components: richness of content;

-**Association of Research Libraries (ARL)**, www.arl.org/stats/newmeas/e-metrics.html

-**IMLS-sponsored projects** such as the Public Library Network Statistics and Performance Measures, www.ii.fsu.edu/Projects/IMLS/index.html

-**National Information Standards Organization (NISO)**, www.niso.org

-European Union effort on developing performance measures for networked services at libraries, **EQUINOX**, <http://equinox.dcu.ie>

-Other organizations involved in this work include: **International Standards Organization (ISO)**, **ALA**, **PLA**.

Some of the challenges facing librarians in this context as shared by **Deana Astle, Clemson University**:

-More questions on usage data rather than fewer; many changes in content that researchers and students can access; librarians are held accountable for resources brought into institutions, they must prove added value; performed own usage work to see what to keep in collections and what to get via interlibrary loan; rely on suppliers (full-text aggregators) for much usage statistical information; the issue of gathering and interpreting data for e-resources is tricky; much variation exists in the statistical information that librarians want; variations in definitions of terms by providers exist, making it difficult to make comparisons; it's easy to misinterpret data without a common context; currently no option is available to factor out in-house usage vs. out-of-building usage; it's important for publishers and librarians to figure out what are the right questions to ask of the data.

On the minds of the audience:

-Can we still use citations (i.e. **ISI** products) as proxy for the online world? Any attempts out there to measure who's downloading the information (e.g., distinguished professor vs. student in danger of flunking out the following semester); at one corporate library, they've done away with a lot of physical libraries in favor of electronic resources; how does usage vary across disciplines? It's difficult to make sweeping generalizations about the quality of an article, particularly when asking what value a particular piece might have for a user. The same people who use the print use the e-journal, so we should be focusing on adding a print measure and an electronic measure, rather than trying to extrapolate one from the other.

Encouraging vendors to define their usage terminology is important (i.e., what's a search, session, user, hit, page, caching, etc).

Michael Gorrell, EBSCO Publishing, summed up a few conclusions on the future of usage statistics in terms of challenges facing aggregators and publishers:

-What's king now? Searches; trend is to move to Web standards (pages viewed, Web sessions, unique visitors, etc.); publishers and vendors will need to focus more on providing statistics back to libraries; statistics will need to be diced by things such as by consortia and accessing method; statistical information should be used to figure out usage patterns to improve service.

Jerry Cowhig, Institute of Physics Publishing (IOP), outlined some of the challenges for publishers:

-It's expensive to produce and analyze usage statistics; different demands for the statistics exist. Marketing needs the statistics for promotional and development activities; sales needs them for individual client information and group analysis; editorial needs them for author relationships and strategies; technical departments need them for developmental purposes; management needs them for strategic planning; customers want to know about their own data use.

-Additional challenges: no comparable data exists yet, and what's there is incomplete; should this data be shared with other publishers? Other individuals and organizations are setting the agenda so publishers must get involved.

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-In other industries, such as magazine, newspaper, TV, and radio industries, measurement systems are defined. We should consider a similar process in our industry. The advantages of such a defined system of statistical/usage measurement? The information is rather critical to scientists and libraries; it would support librarians' role; it would be useful to publishers; would demonstrate areas of high usage/low unit cost.

-Cowhig alludes to the idea of a publisher's working group on usage statistics, a concept he brought up at the Frankfurt conference. There was much enthusiasm by some publishers about a statistics working group to help define some standards.

Bridget Pairadeau, IOP, shared some of the pro's and con's of building a custom statistical program to track down usage at **IOP**. Biggest benefits: level of granularity and filtering capabilities are much richer than what could ever be gotten from an off-the-shelf product; high level of accuracy. Biggest challenges: expensive; time intensive; addressing the needs of all user groups who want to ensure their own data needs will be addressed; complicated system; ensuring that the design incorporates all anticipated needs, as one cannot go backwards once the system is defined; screening out illegal activity.

Tom Peters, Center for Library Initiatives, Committee on Institutional Cooperation, offered interesting insights. He offered views on the difference between first-generation and second-generation usage statistics (e.g., computerized data collection vs. contextualized; resource-centric vs. user-centric), potential uses of electronic journal usage statistics (e.g., validate purchase, personalization of online information), and sources of such statistics (e.g., Web server logs and client-side data).

-Some of his "ponderables" included: The definition of "use" depends on who is asked (librarian, publisher, author); access is a fragile concept, particularly given perceptions of inaccessibility, such as by having users register; what's the relationship between access and use? Poor access can actually increase usage, as it could simply be an indication of many frustrated users.

-Outcomes of an attainable nature? Usage patterns should be studied over time; develop common definitions for terminology.

Denise Davis, NCLIS, provided summarizing comments, including: digital rights management is a big issue not brought up during these discussions; librarians had a very active role in making decisions on behalf of users, now the role is becoming more passive; technology is forcing us to make choices; consistency is very important in the world of usage statistics.

The Conference Itself:

Cindy Cunningham, amazon.com, offered some trends about the wired world: some of fastest growing groups of Internet users are between

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15-25 years old, women, lower income; still much "digital divide" between those with and without Internet access; consumers expect more and more to go online and find all they want online; 24x7 convenience is expected; people think they will find things cheaper online; focus online must be a customer focus and with plenty of interactivity opportunities though this is tricky to pull off effectively; trend in auctions will continue; it's very important that libraries focus their Web sites on what the user will find most helpful; personalization is very important; consider ways to leverage usage patterns.

Margaret Landesman, University of Utah, urges publishers, librarians, and their universities to get together to: educate users about the value of high-quality information services; create systems that are much simpler, both in terms of front ends and of text integration, which users will be willing to use (otherwise students will go to Yahoo for their research). Students need to be convinced that it's worthwhile for them to understand how to search a product. It's imperative to convey this lesson at the first set of classes in which library resource instruction is taught. This must be integrated into the curriculum.

Other information offered by other speakers:

Intellectual Property Rights:

- Licensing is not a science; there's a lot of learning to do.

- All licenses are negotiable.
- Understand exactly who the licensee is (e.g. alumni, walk-ins, distance learners).
- When signing, do what's best for the profession, not what's best for the short-term budget issues.

ONIX:

- A metadata scheme that would work for intellectual property.
- Next phase is to expand for e-books.
- XML encoded.
- Still lacking some bibliographic specificity that libraries already know about.

Content Choices: measure resources needed, prioritize according to your collection's uniqueness and customer needs, choose and commit to the time and resources required, build in ways to measure performance.

Think like a customer: does the content help me? Is it worth paying for? Was it worth the trade-offs?

Creating Web heaven:

- Define market.
- Be inviting.
- Keep files small.
- Use a liquid design.
- Use color and white space.
- Tag graphics.

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- User takes 10 seconds to decide if site has what they want and will only wait 40 seconds for delivery.

- Evolution: "Online brochure" to service delivery to relationship with user.

- Make usability key part of the design process.

- Color outside the lines: basic options are HTML, database driven Web sites, and the Web as an interface to software.

- Don't forget accessibility!

Regarding e-publishing, publishers are kissing frogs.

"Beastly Breakfast" on Trials:

- License before trial is too much work and almost insulting.

- Details of set up are important.

- Consider appointing a trials advocate.

- Minimum of 1 month is best; ideal 60 days.

- Direct solicitation by vendors/publishers to faculty has been going on for years—often not appreciated by libraries. Cooperation between vendor and library is crucial.

- Publicizing trials is key.

e-books:

- Engage in the chaos: being a part of the evolution takes more resources, but will cause it to go in the best direction.

- Utility is key.

- Reasonable price for what's offered.

- Still trying to define just what an e-book is.

- Lack of standard is a hindrance to mass adoption.

Privacy between reader and publisher has shifted.

Usage data is big deal.

Summary of Tour

When digging through a field of so many nuggets by way of thought provoking, at times controversial, and sometimes genuinely enlightening discussions, it's tough to only pick up a few of the bits of wisdom.

While the number of opinions on the numerous topics covered was as varied as the number of attendees, it was encouraging to observe an environment of genuine dialogue and cooperation amongst the various industry players.

The uncertainties brought on by technology have provided at least one positive outcome: greater awareness that if our industry is to arrive at some standards in the hope of making more effective use of technology, we must have representation by all sectors.

Bestsellers in Australia / New Zealand 2000

by **Françoise Crowell** <FCrowell@YBP.com>

The year 2000 brought to our homes, among other things, images of the New Year celebrations in New Zealand and the Summer Olympics in Sydney. In bookstores there were many displays of Australian travel books, history titles and fiction. Personally, this antipodean emphasis was reinforced by a trip to Melbourne for YBP where, with the advice of Australian librarians, I discovered writers unknown to me. The academic publishing world mirrored this heightened interest in Australian/New Zealand topics. The mixture of titles here reflects the diversity of interest in this region: art, film, sports, native studies, ecology, etc. Fittingly, five of our best sellers come from Australian University Presses. Librarians and arm chair travelers alike will find here books for their collections.

Jane Campion's The Piano; Ed. by Harriet Margolis. Cambridge Univ 2000 \$54.95 Cloth 0521592585

Macintyre, Stuart, 1947- . *Concise History of Australia*. Cambridge Univ 1999 \$54.95 Cloth 0521623596

Mcculloch, Susan. *Contemporary Aboriginal Art: A Guide to the Rebirth of an Ancient Culture*. Univ of Hawai'i 1999 \$39.00 Cloth 0824822684

Bliss, Michael, 1947- . *Dreams Within A Dream: The Films of Peter Weir*. Southern Illinois 2000 \$39.95 Cloth 0809322846

Cowlishaw, Gillian, 1934- . *Rednecks, Eggheads and Blackfellas: A Study of Racial Power and Intimacy in Australia*. Univ of Michigan Pr 1999 \$26.95 Paper 0472086480

Bergerud, Eric M. *Fire in the Sky: The Air War in the South Pacific*. Westview 2000 \$35.00 Cloth 081332985x

Rowse, Tim, 1951- . *Obligated to be Difficult: Nugget Coombs' Legacy in Indigenous Affairs*. Cambridge Univ 2000 \$59.95 Cloth 0521773539

Head, Lesley. *Second Nature: The History and Implications of Australia as Aboriginal Landscape*. Syracuse Univ 2000 \$39.95 Cloth 0815605870

Rosenfeld, Jean Elizabeth, 1940- . *Island Broken in Two Halves: Land and Renewal Movements Among the Maori of New*

Zealand. Penn State Univ 1999 \$49.50 Cloth 0271018526

Oxford Companion to Australian Film; Ed. by Brian McFarlane. Oxford Univ Press 1999 \$65.00 Cloth 0195537971

Alves, Dora. *Maori and the Crown: An Indigenous People's Struggle for Self-determination*. Greenwood 1999 \$55.00 Cloth 0313310580

Toohy, K. (Kristine). *Olympic Games: A Social Science Perspective*. Cab International 2000 \$70.00 Cloth 0851993427

Malouf, David, 1934- . *Dream Stuff: Stories*. Pantheon 2000 \$22.00 Cloth 0375420533

Mccullough, Dale R., 1933- . *Kangaroos of Outback Australia: Comparative Ecology and Behavior of Three Coexisting Species*. Columbia Univ Press 2000 \$50.00 Cloth 023111916x

Kneale, Matthew, 1960- . *English Passengers*. Doubleday 2000 \$25.00 Cloth 0385497431

Bryson, Bill. *In A Sunburned Country*. Broadway Books 2000 \$25.00 Cloth 0767903854

Johnston, Mark, 1960- . *Fighting the Enemy: Australian Soldiers and their Adversaries in World War II*. Cambridge Univ 2000 \$69.95 Cloth 0521782228

Bowman, D.M.J.S. *Australian Rainforests: Islands of Green in a Land of Fire*. Cambridge Univ 2000 \$85.00 Cloth 0521465680

Symanski, Richard. *Blackhearts: Ecology in Outback Australia*. Yale Univ Press 2000 \$32.50 Cloth 0300078196

Centenary Companion to Australian Federation; Ed. by Helen Irving. Cambridge Univ 1999 \$64.95 Cloth 0521573149

Davies, Bronwyn, 1945- . *(In)Scribing Body/Landscape Relations*. Altamira 2000 \$62.00 Cloth 0742503194

Moorhouse, Geoffrey, 1931- . *Sydney: The Story of a City*. Harcourt Trade 1999 \$25.00 Cloth 0151006016

Piano Lessons: Approaches to the Piano; Ed. by Felicity Coombs. John Libby 1999 \$19.95 Paper 1864620358

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