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International Dateline-Views on a Range of International Topics

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International Dateline — Views on a Range of International Topics

by **Martin White** (Managing Director, Intranet Focus Ltd, 12 Allcard Close, Horsham, West Sussex, RH12 5AJ, UK; tel: +44 1403 267030) <martin.white@intranetfocus.com> www.intranetfocus.com

Ed. Note: British spelling has been retained. — KS

After the rather solid column on electronic copy right in the last issue this one is a collection of items of news, and some views, on a range of topics that have caught my attention over the last few months. I'll begin in Canada, where there is continued progress in the **Canadian National Site Licensing Project (CNSLP)**. In early December it was announced that **Ms. Deb deBruijn** had been appointed as the Executive Director. She has been the Manager of the **British Columbia Electronic Library Network** in Burnaby, and has considerable experience in library information systems. The scale of **CNSLP** in terms of both geography and financial scale is huge, as is the amount of work that has to be accomplished in 2000 to get the project rolling. I hope I am proved wrong, but I have a feeling that the level of staff resource being allocated to this project is not adequate, even with the experience that **Deb deBruijn** brings with her.

In looking at activities in the UK I first need to address a letter from **David Ball**, University Librarian at **Bournemouth University**, who wrote "You do the UK great disservice in ignoring the existing high level of organisation and activity, and the effects of consortia on the market. In a recent study we estimated that, at the end of 1998, 75% of HE expenditure on books and 53% of HE expenditure on serials were covered by consortium agreements. Annual savings ascribable to consortia were of the order of £2.8m, well over 1% of total HE library spending (including staffing). Coverage and savings have increased this year as new contracts have been awarded." **David** is also Chair of the **Libraries Project Group of the Southern Universities Purchasing Consortium**, which has been in operation since 1974.

David makes his point well, and I accept that I rather skated over the consortia issue in my column in *ATG* (see *ATG* v. 11#2, p. 85). Indeed one of the issues in the UK has been the overlap between the activities of the numerous consortia and the **National Electronic Site Licence Initiative (NESLI)**. The project that **David** refers to was funded by the **Library and Information Commission**, and is due to be published in January 2000 by **Capital Planning Information Ltd**. Enquiries should be directed to enquiries@cpi-ltd.com, but there will be a charge for the report. I have been promised a review copy, so I will come back to this subject in due course.

For your diaries there is to be a major international conference on purchasing consortia in London on 29 February/1 March. Entitled **Consortia Purchasing - The Next 10 Years?**

More information can be obtained from **Rollo Turner**, at the **Association of Subscription Agents** (Email rollo.turner@onet.co.uk; Tel and fax +44 (0)1494 534778) who are running the conference in conjunction with the **National Group for Consortium Purchasing by Academic Libraries (NGCPAL)**. According to the announcement about the conference the topics addressed will range from "The impact of consortia on journal packaging and pricing, the increasing scale of the operation and the main players, the role of publishers both large and small, intermediaries and agents in the future and what new roles need to be filled. Discussions will take place on the opportunities and challenges of the current rash of corporate integration, the new publishing models now under consideration and whether purchasing consortia really can survive and flourish in such a complex world."

As an agenda for consortia issues over the next few years that is about as good a list as you are likely to get, but the chances of solving them in a couple of days are remote.

One of the well-established group of libraries in the UK is **CURL**, the **Consortium of Research Libraries**, which includes within its membership the national legal deposit libraries and the libraries of the major research led universities. They have recently (December 1999) endorsed the July 1999 policy statement from the **UKB** consortium of leading Dutch national and academic libraries (<http://www.uba.uva.nl/en/projects/journals-pricing-ukb/policy.html>) on the approach that the **UKB** has decided to take in response to increases in prices for journals. The **UKB** five-point Action Plan includes: giving member libraries information on the reasonableness of particular price increases, getting endorsements from fellow organisations internationally, educating academics about their policies and seeking their help and promoting dialogue with publishers. **CURL** has announced that it fully endorses the initiative of **UKB** and will be actively considering its own contributions to this endeavour. More information can be obtained from **Chris Bailey**, Executive Secretary, **CURL**, **Glasgow University Library** (Email: C.A.Bailey@lib.gla.ac.uk).

Incidentally there was a meeting of the **International Coalition of Library Consortia** at **Cranfield University** on 11-12 December. Two delegates I have spoken to have had quite different views of the success of the conference, with one feeling that it was a good exchange of views and a chance to talk about European issues, with an opposing view that the papers were predictable, and many were just sales presentations from publishers.

The reference to **NESLI** above leads me neatly into bringing you up to date with the merger between **Swets** and **Blackwell's Information Services**. The formal agreement was signed in late November, but is still technically subject to approval of the merger by the Office of Fair Trading, which has to take a view on whether the merger is in the best interests of the market. This is only a problem in the UK market, as this is the only country where the two companies each have substantial customer base, and at worst **Swets** might have to divest some of its UK customers. The situation should be clearer by February 2000. A number of staff have already left **Blackwells**.

Earlier this year, as noted in this column, **Rowe.Com** acquired the subscription agent business of **Dawsons**, and this is now beginning to shake down, though there was considerable surprise at the announcement in early December that **Rowe.Com** had also acquired the business news information vendor **NewsEdge**. Clearly **Rowe.Com** is targeting the corporate market, and this will definitely be a company to watch in 2000.

Meanwhile periodicals and acquisitions librarians are finding that, in the new world of electronic journals, there is very little experience in the UK that they can call on for ideas about how to manage electronic material. Two new email discussion lists have been set up recently, one for electronic journal acquisition, and one for more general electronic media management. So far there have been very few postings, so I will reserve judgement on their utility for a future column. As you might expect the management of electronic journals features heavily in the programme of the **UK Serials Group** annual conference which takes place at the **University of Keele** on 10-12 April (www.uksg.org) One particular subject that has been the subject of much discussion in the UK is that of monitoring e-journal use,

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where currently much depends on server/network architecture, which publishers are involved, how the journals are accessed through an **OPAC** (for example) and the time involved to do the processing and analysis of the transaction logs.

A recent request on one of the list-servs in the UK just about sums up the current situation (the names have been changed to protect the innocent):

"Here at **University A** a small working group made up of Library Services staff is considering how best to take forward our e-journals policy. There has been a considerable element up until now of 'wait and see,' and it may be that we are not alone in this. We are reluctant at the moment to go for electronic only, not least because of problems over archiving and access for users who are not academic staff or students."

"In common with other institutions, we are now faced with increasing costs combined with continuing demand from users. We should like to find out how other institutions are tackling this dilemma.

- Have you conducted any formal surveys amongst your users?

- Are extra funds being made available? If so, has this policy been driven by library staff or by library users?

- If extra funds are not forthcoming, are you re-distributing your existing budget? If so, which areas are being squeezed?"

It is not just academic libraries that are concerned with these questions, but also major corporate and public libraries, publishers and subscription agents. But probably not authors! I am writing this column at the end of 1999, and you are reading it at the beginning of 2000. By the end of the year ahead we may be in a better position to answer these questions, and just as important start to understand what the impact of the answers is going to be on all the participants in the long chain from author to reader. In the meantime I hope that you have found something of interest from time to time in this column.

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Chaos — Scanning the Bar Code on Serials

by **Sandra K. Paul** (President, SKP Associates, Managing Agent Book Industry Study Group, Inc.)
<Sandy@SKPAssociates.com>

At the November 19, 1999 meeting of **Book And Serial Industry Communications (BASIC)**, a result of the merger of the **Book and Serial Industry Systems Advisory Committees — BISAC and SISAC**, a noted bar code film master manufacturer reported that a major serial publisher had questioned the utility of printing the **SISAC Bar Code Symbol** on their journals. In an attempt to document the need for that bar code, I sent a message out on Serialist on November 21, asking those scanning the bar code to say so. The following is a summary of the responses.

Librarians told us that the following American ILS systems CAN scan the SISAC Bar Code Symbol: **ExLibris; Horizon; Innopac; Innovative's Millennium Serials; NOTIS; and SIRSI's Stilas**. We also were told that the Pica system in Germany can do so. We hope that this prompts the other ILS vendors to provide this capability as well.

Elna L. Saxton, Head, Periodical Services Department at University of Cincinnati Libraries said, "I recently found that in a sample of 925 periodicals, 32% had a SISAC bar code," a fact we did not know before. Thanks, Elna.

Comments in support of the benefits of scanning include the following: "Not all titles have it, but we appreciate it when it's there." **Nancy Cadmus**, Serials Assistant, Grinnell College Library.

"I use them when they are available, it makes check-in a breeze. I wish more publishers would use them. If there is anything else that can be done to help influ-

ence publishers to use them, please let me know." **Deej Baker**, Periodicals Coordinator, Alderman Library, **University of Virginia**.

"We'd *love* to have this functionality, and are looking for it as we search for a new ILS. Please tell this publisher to keep those bar codes on there!" **Kim Maxwell**, Serials Acquisitions Librarian, **MIT Libraries**.

"At **University of California, San Diego** we are upgrading to a new system with the capability to scan SISAC codes. Wouldn't it be tragic if we acquired a system with that capability just as it disappears?" **Crystal Graham**, Head, Digital Information & Serials Cataloging and Serials Librarian, **University of California, San Diego**.

"I asked the two women who check in all of our serials what they thought and they were aghast that it would be removed. They really like it and makes checking in so much easier." **Susan Mueller**, Director of Technical Services, **The University of Montana, Mansfield Library**.

"It speeds up our processing and we really like using them. We wish more of our journal publications used SISAC codes!" **Sharon Wiles-Young**, Team Leader for Information Organization, **Linderman Library, Lehigh University**.

My thanks to all of those quoted above and the others whose support for the bar codes have resolved the question of their utility and convinced the journal publisher to keep them on their serials in the future!

Not Go To Charleston?

by **Heather S. Miller** (Assistant Director for Technical Services, SUNY Albany) <hm766@cnsvox.albany.edu>

When I moved from Head of Acquisitions to Assistant Director for Technical Services, my boss said that I needed to "move on," leave acquisitions behind and focus on assistant director activities. This included the expectation that I would leave **The Charleston Conference** behind and find other more suitable venues for professional participation. Nevertheless, more than a year has passed and I have just returned from my 11th **Charleston Conference**. I've been asking myself whether I am simply a stick in the mud, unable to move on. Am I still attending the conference because Charleston in November is so delightful, the food so plentiful and good, the faces so familiar, the habit just too strong to break? Two things struck me at the 1999 conference. One, this conference is not just about acquisitions as much as it once was. The scope has widened considerably over the years, in part a reflection of the blurring lines between collection development, acquisitions, cataloging and user access issues in libraries. Second, despite the fact that others can boast longer attendance records (some since the very first **Charleston Conference**), I've been attending and working at **The Charleston Conference** long enough that it has become a marker in the passage of the year much like New Year's Day, July 4 and the arrival and departure of Daylight Savings Time.

Automation has come a long way in the nineteen years since the first conference, both in terms of the publishing industry and in the form of library management systems. That automation has knit together formerly separate activities. Formats have proliferated, complicating the acquisitions process. Licenses have brought a whole new area of concern to the entire library, affecting selection decisions, ability to purchase, equipment and software choices, questions of interlibrary loan, user education and enforcement of license terms, the latter also forcing us to confront the intrusion of contract law into library activities. In our headlong rush to embrace electronic information sources, we are occasionally reminded, by decisions such as *Tasini*, that there might be holes in that electronic record. Cataloging has crept into the acquisitions process, not just in terms of acquisitions personnel cataloging materials at point of receipt, but also in the general use of a MARC record as the order record. In some systems, anyone updating

such an order record is updating the MARC record and that's what catalogers do! Technical services has discovered the need for new positions with exotic sounding titles like Electronic Information Services Manager, some sort of latter day super person who negotiates license agreements, educates library staff about their terms, creates Web pages, and catalogs electronic resources so they will be accessible through those Web pages as well as through the library's online catalog.

Just eleven years ago, book and serial prices loomed large, the conference days were shorter, and the Meeting Street Inn offered a lovely room for \$46.00 per night. I still travel with a small remnant of the Inn's glycerine soap, carefully conserved, from one of those early affordable visits. By contrast, this year's program featured programs that reached into many areas of librarianship, some unheard of at that time. Among the most memorable, to me, partly because of their current validity and partly because they strike at librarian blind spots, were **John Secore's** discourse on booksellers' need for a new business model as a result of blending book delivery with the effects on booksellers of librarian demands for technical services and **Stephen Rhind-Tutt's** plea for a focus on content when selecting resources. Such a thought would have been ludicrous only a few years ago. What else would a bibliographer think of but content? Isn't that what we have been buying all along? Now, it is undeniable that the electronic band wagon has put software and hardware issues ahead of content. Libraries buy what they have the means to use. That went without saying when content was inside books, but now it can mean not selecting a title just because the library will not support the technology it requires.

No fewer than 33 technical services heads and 24 few library directors or associate directors,

not to mention several electronic resources coordinators and at least one head of cataloging, were among the 1999 attendees.

This indicates a scope much beyond the original fo-

cus. People at this level must find meaning in the conference given the many demands on their time and the many other conference opportunities available. I certainly did. Issues discussed at this conference impinge on every area of technical services and beyond as well.

I'm certainly not one of the conference "originals," but it has been sufficient to firmly cement this conference into my life. When I think seriously about not attending, I realize that I cannot pass it up! Not only is there too much good information and the priceless networking with colleagues, but it has become a personal seasonal marker. There are certain things I need to do before I head for Charleston: move the sheep to winter quarters, get in the winter's supply of hay, collect pine needles for garden mulch, make the autumn visit to Vermont, mail holiday gifts to England, hunt down the elusive Wolf River apples so I can make and freeze applesauce, find the winter curtains (but delay putting them up as long as possible), get my vehicle inspected. Having checked these items off my list, I can head south.

There are not such seasonal chores in the office. There is instead a layer of routine punctuated by fairly frequent crises. The most noteworthy seasonal event is the end of the fiscal year in June, the big moment when all budgets, acquisitions, student payroll, supplies, equipment, must all be spent down to zero. Of course, it is always helpful to know what the budget is by early November and see the figures in the university's system, but that didn't happen this year.

In the fall, the weather rules. Before Charleston it often holds pretty well with warm, golden days still possible even after the loss of Daylight Saving Time. After Charleston, we are nose to nose with the middle of the month, the weather rapidly deteriorates into cold, dark, ice and snow and it's a straight run to Thanksgiving, the holidays, the darkest time of the year, New Year's.

Sometime along in there, a box arrives with a Charleston return address. It will contain the evaluation forms from the conference. Having been perused by Katina, they are ready for input into software that will spit out numbers and assemble comments to help us analyze what it all meant. Planning for the next conference had already begun. One of the first years that I handled the conference evaluations, my son thought that this box, which arrived a few days before December 25, was a Christmas present. I've never quite been able to see 100+ forms in quite that light, but perhaps I should!

Web sites selected for broad appeal, depth of information, and ease of access. Sites are organized by broad subject area and visited just prior to publication. Please let the editor know of any sites that are not accessible. Comments and suggestions welcome to Pamela M. Rose, Health Sciences Library, University at Buffalo, 3435 Main St., Buffalo, NY 14214-3002 716-829-2408 <pmrose@acsu.buffalo.edu>.

Unless otherwise noted in square brackets following the description, Internet addresses were published in Science, NetWatch column edited by Jocelyn Kaiser.

Alzheimer's Disease

The **Alzheimer Research Forum** was "established for the purpose of enhancing information access and promoting collaboration both within the traditional Alzheimer research community and across the numerous scientific disciplines." Maintained by a full-time manager and team, the extremely well-organized site offers numerous links under three major categories: The Research Front, including latest news, journals, drugs in clinical trials, and a diagnosis and treatment guide; On-line Forums, including live discussions, virtual conferences, and Alzheimer Hypotheses; and Resources, including patents, conference abstracts and calendar, electronic journals, research grants, and antibody and drug company directories. The On-line Tools link alone (under Resources) opens access to the **Alzheimer Disease Mutation Database**, the Whole Brain Atlas, and neuroscience sites. Also included are the usual About and contact us links, as well as advertising GIFs to biomedical and health sites. The opening screen does ask users to identify themselves as belonging to one of three groups, but users can go directly to [/members/index.html](http://www.alzforum.org/members/index.html). <http://www.alzforum.org/>.

Environmental Science Understanding

The basic concepts behind environmental issues is the focus of this site by the **Environmental Literacy Council**. Quality filtering has produced an incredibly useful site full of links organized by major environmental categories: air, water, forests, climate, food, biodiversity, energy, population, waste, economics, and risk. Each opening page in-

Webworthy

Column Editor: **Pamela M. Rose** (Web Services and Library Promotion Coordinator, Health Sciences Library, University of Buffalo) <pmrose@acsu.buffalo.edu>
<http://www.acsu.buffalo.edu/~pmrose>

troduces the topic, including pros and cons, and offers links to further research and discovery. Teachers of introductory level college environmental science courses can share labs, field studies, and innovative teaching methods with colleagues at the **Environmental Science Labs and Field Studies** link, and complete reviews of textbooks are provided through an Adobe pdf file. <http://www.enviroliteracy.org/>.

Reference Conceived

By html and web creator **Tim Berners-Lee**, the **WWW Virtual Library** is maintained by hundreds of volunteers around the world. One of the highest quality guides to selected sections of the Web, the site will undoubtedly improve with its recently adopted set of bylaws and plans to elect a council to oversee a revamp and subsequent expansion. The main page is currently organized into 14 broad categories from Agriculture to Society. Each subject section of links has been carefully collected and screened by someone knowledgeable in the field, and is often among the most authoritative in its area. VL invites lurking experts to join! <http://www.vlib.org/>.

Seismology

Providing a special page of New Users was mandatory for the **Incorporated Research Institutions for Seismology**. The complex site, which

is grouped into 5 sections, is overwhelming even for an experienced seismologist! The page does, however, offer quick links to Workshops, What's New, Publications, and a Search feature. To start, click on the Seismic Monitor world map, which links to a dynamic, graded listing of worldwide seismic events, with further detail, including downloadable seismograms and tectonic graphics, available for Richter 6.0 and higher. The Education & Outreach section is geared to IRIS programs designed for K-12 applications. <http://www.iris.edu/>.

Teaching

"Created, owned, and run by students," **teacherreviews.com** is just one of several sites on the web that post unedited, narrative reviews by students of classes and teachers that are also graded from A-F, and can include instructors' statements. Users can click on "who's making the grade" and "who's not cutting it," as well as retrieve listings by department, class, and instructor. Originating at the **City College of San Francisco**, one CCSF professor has sued the site alleging false and defamatory statements, but other instructor feedback is positive and encouraging. The site offers pages for over 2000 schools in the U.S. and other countries, but many lack reviews (**State University of New York at Buffalo**, for example). Other similar sites are **grade-it.com** and **come.to/collegepronet**. <http://www.teacherreviews.com/>.

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Designing Librarians — On the Web

by Anna Belle Leiserson (Vanderbilt University Law Library)

Welcome to a new column on designing for the Web — a skill that's increasingly useful to all of us — librarians, publishers and vendors alike. Learning how to set up a Web page is a breakthrough; honing your skill becomes, in time, an art. My hope is to pass some of the pleasure I get from doing Web design on to you.

I must also confess to a secret agenda. After looking at thousands (no exaggeration) of publisher Web sites, I have some, um, constructive criticism to offer. I can't tell you how many grindingly huge graphics, cranky search engines, bogus internal links, seriously out-of-date pages, and just plain confusing sites I've seen in the past few years. One can only wonder why some publishers put sites on the Web at all.

Then there are library sites. While as a general rule they are more reliable and navigable than publisher sites, they do tend towards the dull. Our entrances and reading rooms are as a rule attractive, so why not our home pages? More and more, Web pages, not front doors, are the main entrance to our world. By the same token, there are a significant number of absolutely fabulous publisher and library sites, and my plan is to regularly highlight one or two of these in the Thumbs Up section of the column.

In future issues we can discuss the nitty-gritty of mark-up, getting graphics, managing Web sites and more. For this first column let's start with the basics: how does one design a good site? While it's possible to write several books about this, there's a straightforward procedure which for a simple site should be a good enough to start with.

1 Be clear on your primary audiences and what they need most from your site. Are they patrons, staff, librarians, vendors? Do they want price information, maps, policies, news? If you're not sure of the answers to these questions, that's fine. Many people who know they need a new or better Web site aren't clear on these most basic issues initially. The trick is to find potential users and then pick their brains — briefly. Since I design for a law school, my favorite ploy is to ask a few students. One doesn't have to go into full-blown questionnaire mode to get tons of useful feedback.

2 Next it's time to map out the structure of the site. I usually do this on paper, rather like a quick blueprint. A general rule of thumb is to confine the main menu to eight very succinct terms. To find out more on how to do this, see *Information Architecture for the World Wide Web*, by Louis Rosenfeld and Peter Morville (O'Reilly & Associates, 1998) — not only the definitive book on the topic, but also written by two librarians.

3 Then come up with a look. I think this is the most difficult part for librarians. For a good-sized company or library, it's worth hiring a professional graphic designer. But for those who can't afford a pro or like doing this kind of thing, go for it. There are a few simple principles:

Place menus at the top or left, where users tend to look for them.

If you have a logo, lucky you. Use it, though be prepared to adapt it. Keep graphics small.

Avoid free clipart Web sites. Most are a waste of time, not to mention that many have illegal copyrighted images. It's better to use photos or clipart that costs a little.

Use the 256 Web-safe colors. (If this means nothing to you, see books by Lynda Weinman, such as *Coloring Web Graphics*).

Avoid light print against dark backgrounds. Most users can't print pale letters correctly.

When in doubt, err on the simple side.

I do this stage entirely in Photoshop, tinkering with the shapes, color, white space, etc., and only later work with HTML. You can do it on paper too.

4 Combine your text and the graphics you've developed above (if any) in Web form. The scary way to say this is "do the HTML markup." I expect at least one or two of you are going to say, "I can't possibly do that." Actually these days this is a bit like saying, "I can't word process." There are a growing number of decent WYSIWYG Web editors which put the actual HTML code in the background. **Microsoft FrontPage** generally gets the best reviews in this category. Be forewarned, however, that not all Web servers can handle "FrontPage Extensions." Just be cautious about relatively high-end features of FrontPage, in particular forms and database-to-Web models. For free Web authoring, you can always use **Netscape Composer**, though it does trash code and has a number of other peculiarities. **Evrsoft's** 1st Page 2000 <<http://www.evrsoft.com/>> is also free. I've just started using it, and so far am very impressed. However, it's code-based, not WYSIWYG. In other words, you will need to learn some HTML. My opinion is this is still the best way to go. Basic HTML just isn't that hard and there are any number of good books on the subject (e.g. *Jennifer Niederst's Web Design in a Nutshell*; O'Reilly & Associates, 1999).

5 Finally, test and talk to potential users at each of the stages above. It improves the site and saves heartache, not to mention extra work, in the long run.

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<<http://www.against-the-grain.com>>

Caltech Library System

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Caltech Main

WHAT'S NEW DETAILS

- SCISearch to become Web of Science, Monday, 1/17
- Register for Information Tools class 1/18
- Attend Quick Review of Info Resources 1/14
- 1999 Tax forms now available

General & Subject Specific Reference

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- Book & Journal title catalog
- Books In Print

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- FirstSearch
- GeoRef

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Mail Code 1-32
Pasadena, CA 91125
Directions
Voice 626-395-6405
Fax 626-792-7540
Ariel 131.215.225.178
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Designing Librarians on the Web from page 81

One great strategy is to start by designing a page for yourself — a true home page. Heaven knows you're well acquainted with your audience. Whatever you do, don't be intimidated. Just let it rip.

Thumbs Up!

A Great Library Web Site

The home page of the **Caltech Library System** <<http://library.caltech.edu/>> is clean but colorful, with easy-to-read fonts and attractive small graphics, a clear easy-on-the-eye (though not boring) layout, and a elegant faint background that doesn't interfere with either reading or printing the page. It also has a few news items and links to trial subscriptions at the top — a great location for such items.

When I say library sites tend to the "dull," I don't mean to suggest we go overboard with animated graphics, day-glow colors, etc. Heaven forbid. Better dull than garish. They just need some polish — like this lovely site.

Fun Site

TipWorld <<http://www.tipworld.com/>> emails daily helpful hints. It's particularly good on software (e.g. **Windows 98** and **Microsoft Office 97**), but also covers subjects ranging from book reviews and litera-

ture trivia to car care and better sleeping. One caveat: the advertising in the daily email is a bit thick.

Web Book

Designing Web Usability by Jakob Nielsen (New Riders Publishing, 2000) ISBN: 156205810X \$45.00

Currently number one on Amazon's computer bestseller list, **Designing Web Usability** is a must-read for anyone serious about Web work. Nielsen is widely hailed as the expert in this field, and his book lives up to that reputation. You can see his weekly columns at his own Web site: <<http://www.useit.com/>>. Ironically the page itself is no visual tour de force, though of course it is quite usable. It's obvious he favors function over form. However his suggestions are astonishingly sensible and thought-provoking. Also, they are backed by hard data (e.g. typing and counting pixels of screen real estate), many helpful examples, and clear illustrations. 🐘

REMEMBER WHEN?

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Why Do We Still Buy Books?

by David H. Stam (University Librarian Emeritus, Syracuse University)

The following paper was delivered as the keynote address at the 19th Annual Charleston Conference and is presented here much as it was presented with minimal editing and a few sources added.

David H. Stam is University Librarian Emeritus at **Syracuse University** and is currently editing an **International Dictionary of Library Histories** to be published by **Fitzroy Dearborn** in 2001.

My first reaction to **Rosann Bazirjian's** invitation to speak at this conference was the typical victim's re-

sponse of "Why Me?" I was already happily retired, engaged in several other projects, unconcerned about tenure or promotion, devoid of ambition, tired of travel, and eager to enjoy whatever leisure my preoccupations allowed, including reading. But I was and am concerned about books and I could only assume that Rosann and the program committee were looking for the oldest and grayest defender of that outmoded commodity whom they could find; I had to admit that I fit the profile in every respect and I accepted the invitation.

But I expect some empathy for a tough assignment. The topic seems a lonely one on this program—even though the Conference title is "Issues

in Book and Serial Acquisition," I have looked in vain for any other title among the fifty odd papers of these three days which even mentions the word, apart from e-books. My wife charitably suggested that you acquisitions librarians have the book business so well mastered that you have to turn to new and knottier problems for your electronic survival. Another difficulty is in trying to balance the onslaughts of the doomsayers of the book against the sentimental claptrap of its defenders. We've heard so often for so many years that "you can't curl up in bed with a computer" that it becomes a challenge to try. Just yesterday I heard a variant new to me and a refreshing change: "you can't take a computer to the bath-

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tub." For better or worse, I accepted the invitation in hopes of consolidating some thoughts after a forty-year career of dealing with books and eventually bits and bytes.

Let me start with a story I read in an English magazine many years ago. It concerned a woman who was apprehended while peeling an orange in the **British Museum Reading Room**. A guard approached and said: "Madam, I'm afraid eating is not permitted in the Reading Room." Her curt reply: "I'm not going to eat it, you fool, I'm going to squeeze the juice on the books" [laughter]. (*The Listener*, 1950s.) I use this story as a litmus test; if none of you had laughed I would give up hope and we could move on to the next session right now. It isn't just the clever retort that makes the story funny, but the incongruity of the response, the respect we all subconsciously share for these objects. One just doesn't do that to books, and if you did laugh, even quietly, you betrayed some of that respect which I believe binds us together, if you'll forgive the pun.

Despite the need for increased library allocations for very necessary electronic resources, we continue to buy books because they are useful. We'll try to get into that in more detail, but since I was asked to tell some stories for this early morning audience, let me demonstrate some odd examples of such utility. The learned librarian, bibliographer, and collector, **A.N.L. Munby of St Johns' College**, Cambridge, tells a youthful story of his purchase of two medieval manuscripts sold a year later to help purchase a 1925 Bugatti which regularly needed roadside repair. "Its mechanical eccentricities involved me in a small piece of vandalism which I recall with shame. One of its gaskets, which kept blowing, was finally found to be responsive to vellum, and a thick leaf from a water-stained and ruined Antiphonal was cut up for the purpose; and this, when enthusiasts asked the Bugatti's age, enabled one to indulge in a little piece of lifemanship and reply nonchalantly, 'Parts of it date back to the fifteenth century.'" (*Essays and Papers*, ed. by **Nicolas Barker**. London, Scolar Press, 1977, p. 220-21.)

A more sentimental if not maudlin story comes from the folk-lore of the **Newberry Library** in Chicago where I once did time. The tale involves a well-known scholar-librarian, a Shakespearean by the name of **W. W. Willoughby**, who, for whatever reasons of incompetence or insubordination, was fired by the Library some time in the 1920s. For years on the anniversary of his termination, he felt compelled to give the Library increasingly valuable books, culminating on the 25th anniversary when he presented an incunabula, rebound in the cloth from the tie he was wearing on the day of his sacking. It presumably joined a notable collection of bindings including such memorable spine titles as *Bourbon Works* and *Hare on the Stomach*, not to mention a volume bound in human skin.

But these stories are mere diversions to avoid the difficult topic of why we still buy books. The question is intended as institutional rather than personal--the public and even many librarians continue to buy books for themselves in record numbers. Last month a bibliomaniac friend of mine drove

from Syracuse to Ithaca at 6 am to get to a used book sale by 7 where he was fortunate to be number 287 in the line, and therefore among the limited number admitted at 8 am. He claims to have come home with over 200 books. If the book is dead more and more people are attending its memorial services. A whole new field of book history has emerged. Societies such as **SHARP** (the **Society for the History of Authorship, Reading, and Publishing**) are growing. Web pages and listserves devoted to the book use electronic media to debate and promote the printed book. Bibliophilic book clubs are thriving, as are social reading groups. Social action groups such as TV-Free America promote reading over television and other screens. The individual bibliomaniac is far from dead; its anatomy is complex but the phenomenon remains fairly pervasive. For an

account of some of its extremes you should read **Nicolas Basbanes' *A Gentle Madness***, itself a bestseller in cloth and now in paper. The more recent phenomenon of cybermania is perhaps equally interesting and deserves a similar study. Judging from some recent reports, it is not quite so gentle a madness.

Institutionally, by contrast, we have been under immense pressure to divert more and more of our acquisitions dollars and compelled to devote a greater proportion of our budgets to electronic resources. The book budgets themselves are under attack as wasteful excesses on materials that nobody will use, though that argument often seems forgotten when it comes to serials and in any case is a red herring. Our campus administrators have been misled by

advertised visions of electronic utopias, the **Library of**

Congress in a shoebox (where some people say it belongs), and often the technology moguls at our institutions would love to get their hands on our acquisitions budgets. What a splendid setup for self-fulfilling prophecies of the end of the book!

It does seem important to say, however, that attacks on books and our accumulation of them are nothing new. Many over the centuries, from **Seneca** and **Caesar** to **Nietzsche** and **Shaw**, believed that the burning of the **Alexandrian Library** was a good thing. Shaw's *Caesar* says "Let it burn." **Ecclesiastes** implies there are too many. My favorite bit of library bashing is in **B.F. Skinner's *Walden Two***, a utopian satire on many aspects of American society, and forgive me if this passage is overly familiar but I'd like to quote it in full:

"As to a library, we pride ourselves on having the best books, if not the most. Have you ever spent much time in a large college library? What trash the librarian has saved up in order to report a million volumes in the college catalogue! Bound pamphlets, old jour-

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nals, ancient junk that even the shoddiest secondhand bookstore would clear from its shelves--all saved on the flimsy pretext that some day someone will study the "history of a field." Here [in *Walden Two*] we have the heart of a great library--not much to please the scholar or specialist, perhaps, but enough to interest the intelligent reader for life. Two or three thousand volumes will do it."

"The secret is this," he continued. "We subtract from our shelves as often as we add to them. The result is a collection that never misses fire. We all get something vital every time we take a book from the shelves. If anyone wants to follow a special interest we arrange for loans [Skinner doesn't say from where]. If anyone wants to browse, we have half a barnful of discarded volumes." (*Walden Two*, New York, Macmillan, 1976, p. 111-12.) Presumably Skinner's views were not widely shared by his **Harvard** colleagues with their unparalleled access to one of the world's largest collections.

Indulge me in one more diversion on the decline of the book before I finally get to the topic and some brief remarks on why we still buy books. "A whole generation of young people are growing up, to whom solid books are unknown, to whom the great historic names of the past are but a sound, and whose ignorance of the world of fact is poorly compensated by their acquaintance with the world of dreams." That sounds strikingly like a contemporary jeremiad against the evils of MTV, but in fact was published in 1869 in *Popular Amusements*, by **Jonathan Townley Crane**, father of **Stephen Crane**. More recent obituaries have come from the technologists who have consistently, and not without self-interest, predicted the death of the book and the maturing of the paperless society for several decades. Some aspects of the information revolution may be seen as fore-

shadowing that death, with the construction of virtual towers of Babel, the decline in reading skills, and the pervasive assumption that everything worth knowing will be digitized. An almost millennial fervor accompanies the prediction of the demise of the printed page. Yet the ubiquity of computers certainly hasn't diminished the need for paper, and judging from my own experience in libraries, the increase in electronic resources often leads to greater reliance on the printed archive.

Who was it that said prediction is a tricky business, especially about the future? I once predicted in print that in the near future most research collections, for reasons of space and security, would be housed in closed stacks (*ALA*

World Encyclopedia of Library and Information Services. Second ed. Chicago, 1986, p. 732). Though

the **Library of Congress** did tighten security in its stacks a few years ago, I was wrong with my prediction and I'm not now inclined to make predictions on the survival of the book. But I do want to offer a few comments on the continuing utility of books in a schizophrenic period of tension between traditional and innovative technologies.

Like most of you, I too am enamoured by the potential of automation for teaching and research, yet suspicious of the uncritical and often unhistorical acceptance which both students and faculty display toward an undifferentiated mass of information indiscriminately assembled on the World Wide Web. The absolute necessity of keeping abreast of changing technology, just to remain competitive, is obvious to us all. But its distortion of other priorities and the need to balance new developments with traditional roles disconcerts us all, including our users, who collectively want more and more of both.

Transitions are seldom complete and irreversible: script to print; telephone to email; horse transport to air travel--none completely replaced the other, though smoke signals and horse-drawn

carriages have been largely superseded. Let me give a few random reasons why I think this particular transition from print to screen should continue for a considerable period. I said earlier that we still buy books because they are useful. They provide a textual fixity that their electronic counterparts often do not. The content of books obviously can be changed, but it is much easier to observe their alteration than it is with electronic texts. In certain disciplines, such as fine arts and medicine, the visual imagery works much better in print than in digitized form and is less easily manipulated as "true" images. Books last fairly well, while we have yet to solve the problem of archival survival of electronic information. (Years ago I started a speech on preservation issues by mentioning that **Penguin Books** and I were born in the same year and that I had outlived many of them. Almost immediately a friend in the front row said he had lots of Penguins in better shape than me.) A great deal of work has so far addressed that survival problem but very inconclusively. Even within that context the survival of the commercially viable is much more likely than the more ephemeral materials of both general and scholarly appeal, the obscure detritus that Skinner evokes. Nor have the more non-commercial products of research library digital initiatives yet guaranteed their survival. Most digital products end up being printed in any case. Why? Because print on paper is easier to read. Although this may change, the battle of the new digital technology versus the old "reading" technology still compels the survival of the book. Unlike their electronic counterparts, their cost is relatively cheap and predictable. Besides, a lot of our users want them, perhaps to take them to bed or the bathtub. So we end where we began: never under estimate the comfort factor, however sentimental it might sound. (For a recent defense published after this paper was written, see **William Gass**, "In Defense of the Book," *Harper's* [November 1999] p. 45-51.)

The last word goes to **Richard de Bury**, 14th-century Bishop of Durham who in his *Philobiblon* says: "Whoever" claims to be zealous of truth, of happiness, of wisdom, of knowledge, aye, even of the faith, must needs become a lover of books." I rest my case. 🐘

Adventures in Librarianship: You May Have Already Won

by **Ned Kraft** (Order Librarian, Ralph J. Bunche Library, U.S.
Department of State) <kraftno@state.gov>

Dear Mr. **Order Librarian**,

Congratulations! To promote a better understanding of our products and services, Niche Enterprise Publishing has personally selected your name, **Order Librarian**, for a random drawing at the upcoming ALA Conference! What's in it for you? Plenty!

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For instance, have you heard about the 1999 *Directory of Listing Changes*? Are you tired of making phone calls only to find that the number has changed? With a copy of *DLC* your patrons can now come to the library before making phone calls to confirm that the number they have is still correct. If that doesn't boost your usage statistics, nothing will!

Not to be outdone on the technology front, Niche Enterprise Publishing is now selling its videotape version of *Silas Marner*. That's right! Every page, every word of this timeless, public-domain classic has been filmed and compiled by our engineers to slowly scroll across your television screen as you relax and read! *Wired* has called our videobook concept “inventive” and “creepy.”

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At the conference, Sales Manager Rick Gorky will be demonstrating our newest product, a CD-ROM version of *Old Software for Dummies*. If your library has a lot of old software around, software unsupported by any known help desk, then this product is for you. *OSD* was developed by some of the best retired software designers in the business! (Single and multiple user licensing fees will be based on credit rating, multiplied by your institution's tax ID number, divided by the age of your director.)

So, **Order Librarian**, be sure to visit booth Z3251 in the far southeast corner of the Convention Center — that's the dim area next to the large trash receptacles, just to the left of the fire exits. We'll have flashlights. See you there!

Sincerely,
Gary Plush
President, Niche Ent. Pub. Inc.

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and were running out of space. A helpful UMI representative introduced a solution: microfiche islands. The idea was you substituted a Wilson index and microfiche copies of five to ten years of the journals indexed for all the stack space that would have been taken up by the bound journals. You could subscribe to paper or not. We chose to continue with paper, but planned to discard the temp bound issues after their heavy use period was past. At the time I was a new assistant head of collection development with a little authority. That, combined with the microfiche island idea, was truly a dangerous combination. Did I work

through the three R's of relevance, readiness, and resources? I did OK on resources, since UMI was willing to pay for everything on an experimental basis. But I failed to work through the relevance and readiness phases and discovered only after the fact that the faculty felt that it was a very dumb idea. We were weak on implementation as well. In the end the islands disappeared and my learning experience caused a great deal of grief. I try not to repeat such errors. I have had a cognitive restructuring.

So, change is pervasive in our lives, but to be successful we have to do much more than wander into the workplace with authority and ideas. Otherwise, we may be on a street corner asking for a different kind of change. 🌱

Rumors from page 35

ments to customer access systems and for developing offerings in electronic content.

Did you know that the **Association of American University Presses (AAUP)** has 120 members which annually publish more than 12,000 books and 900 journals worldwide? Anyway, AAUP has launched a new campaign to promote the work of university presses. The primary goal of this campaign is to demonstrate the vital role played by university presses in selecting, shaping, and disseminating the results of scholarly research. Another important goal is to illuminate the needs and economic concerns of university presses.

Got a great note from the patient and caring **Barbara Henn** (Indiana University) who I remember so fondly from earlier **Charleston Conferences!** Anyway, Barbara is retiring later this year she says, and, though she is no longer in acquisitions and collection development she says that **ATG** is a great service to all of us! What a great comment. Thanks, Barbara!

I understand that the awesome **Mary Reichel** (Appalachian State) is running for president of **ACRL**. Good luck, Mary!

The warm, wonderful, and winning **Marietta Plank** (Executive Director, Chesapeake Information and Research Library Alliance, CIRLA) <mplank@deans.umd.edu> is recovering from triple bypass surgery. They didn't keep her in the hospital long! Go girl!

And isn't **Acqnet** and its editor **Eleanor Cook** <cookei@appstate.edu> fabulous?! Recently, I did a survey on licensing agreements: how libraries keep track of them, who signs them, how statistics are kept for evaluating electronic products, etc. I will be writing this up for **ATG** in the next issue (renew your subscription, don't forget!) as well as posting the results to **Acqnet**. Hooray for Eleanor and all the **Acqnet** gang!

And **Jill Carraway** (Wake Forest University) writes that though she missed the conference in November of 1999, she will be back in 2000. How about you? November 2-4! Put it on your calendar!

There's so much to say and so little time to say it! See y'all in April. 🌱

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Information

Tom Leonhardt <leonhart@oil.edu> got word from **Lisa Nachtigall** (Grove's Dictionaries) that she was delighted to see that *the Truth and Reconciliation Commission of South Africa Report* was reviewed in December's issue of **ATG** (see pp. 50-51). Lisa asked that we print a note indicating that the book is published by **Grove's Dictionaries, Inc.** in the US, not Macmillan, at a price of \$250. The ISBN is 1-56159-245-5.

Back Talk — Buddy Can You Spare Some Change?

by **Tony Ferguson** (Associate University Librarian, Columbia University) <ferguson@columbia.edu>

Lately, it seems to me that my life is centered on change. Trying to change the behavior of others or trying to repel attempts to change me. Here are some of the library change experiences I have encountered during the past few days. Our library systems officer wants digital publishers and vendors to move beyond IP address authentication. With advances in Web technology we just can't seem to keep our proxy servers working for every title. He would also like to change how our Electronic Resource Liaisons (selectors with their digital information hats on) interact with these vendors. They are to demand that the vendors/publishers shape up or our money will ship out; I would like to change my supervisor's mind about what constitutes an acceptable library materials fund increase—8% is just not enough; she doesn't think the Provost's mind can be changed since he believes 8% is already more than generous. I would like to get the very talented middle managers with whom I work to change from whining about their level of poverty to working with me to figure out how we should reallocate our funds. I have worked on three license agreements during the past 48 hours and each of these cultural experiences included "us" and "them" opportunities to change the other's minds; and finally I have been mulling over why I can't get library materials selectors to change from a reactive to a more proactive collection assessment mentality.

But getting anyone, particularly oneself, to change seems very difficult. I know I should lose about 50 pounds of corpulence, but all of this thought about change makes me hungry for a slice of my wife's birthday cake plus ice cream.

What has to happen before people will change? For a class on educational administration I have been reading a number of the classics in this field and I thought I would share a few ideas from them about change, plus bore you with stories of my own failures and success. **Edgar Schein**, in his *Organizational Culture and Leadership* (paperback 1997) suggests that people need to "unfreeze" before they can change. I am not sure where this metaphoric expression originated, but for me it is reminiscent of seeing deer or rabbits seemingly "freeze" in the beam of your headlights; they just can't seem to get moving. They have to unfreeze before they can get going out of

harm's way. Humans are the same. They have to unfreeze before they can get going. Schein suggests that unfreezing involves three steps: First they need to be shook up to the point that they recognize that there is a problem and something will have to change. Second, they have to recognize this problem is their problem to the point that they experience some sort of anxiety or guilt which will motivate them to want to solve the problem. At this point, the person in need of change could still refuse to deny the facts or their responsibility to do anything about them so third, there must be enough "psychological safety" present for them to see that they can solve the problem, make the change, without a loss of "identity or integrity" (pp. 298-299). To go back to my deer in the headlights metaphor, the deer has to come to grips with the idea that something has to change, that it has to move, and that the particular move under contemplation will allow it to survive.

Schein suggests that two more steps are involved in truly changing. The person or group experiencing change has to undergo "cognitive restructuring," that is, they have to start thinking differently. They have to internalize the lessons of their unfreezing experience. Finally, they "refreeze" the new ways of thinking and doing things. A library example that all collection development librarians can identify with relates to the idea of access instead of ownership. After being knocked down by 1980's serials inflation a few years in a row, it dawned on me that there was a problem. Failed attempts to annually get extra money told me that it was my problem, or at least that as the head of collection development, I had to do something to fix the problem beyond telling others to cut serials. Telling others to cut serials was causing me significant anxiety. So in addition to cutting titles, I underwent a "cognitive restructuring" and realized that what the user wanted was the information, not the bound volume. I am now a firm, not reluctant, believer in the value of document delivery services that deliver in a matter of hours or minutes. This same

cognitive restructuring has helped me to identify with the virtues of electronic journals which provide information instantaneously. I don't, on the other hand, feel anxiety about not having bound volumes. This new way of thinking is now refrozen in my approach to collection development. In a few years things will change and it will be time to thaw out again. These are only a few of the many ideas that are in Schein. It is well worth the time you will spend reading this book.

Another good book on change, one that is not all that optimistic about the number of times change really takes place in education, is **Fullan** and **Stiegelbauer's** *The New Meaning of Educational Change* (1991).

They note that most researchers believe there are three main phases in the change process. In the first, the decision to adopt a change is made—this is where Schein's unfreezing takes place. The second phase includes the initial implementation steps and in the third phase the change becomes institutionalized. Changes fail because the ball is dropped during one or more of these stages. The first phase is fraught with danger. As a wise man once noted, "an idea and a little authority" are a dangerous combination. Managers, like me, see a problem, hear about a solution, and try and force the two into a happy marriage. Fullan & Stiegelbauer suggest that "the best beginnings combine the three R's of relevance, readiness, and resources. Relevance includes looking at both the practicality of the change, the degree to which all involved understand what is being changed, and the need for it. Readiness refers to the ability of those implementing the change to "initiate, develop, or adopt a given innovation" and again there is a perceived need for the change (p. 63). Resources refers to that which is needed to carry forward with the change. If I had a dollar for every change that I have initiated without doing all of these things, I wouldn't be here writing for Katina. Implementation is another critical phase. Ideas come easy; implementation is difficult.

In the 70's while at **BYU** I chaired a committee on shelving space. We had a problem. We were buying too many books

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