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Bet You Missed It-Coral Reefs and Suicidal Poets

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and there will be even more evolution in the price of titles and packages. I don't think that the current pricing model is a model that is here to stay.

BK: You will be retiring from MSU in May 2002. What are your plans?

MB: I think that calling it retirement is a misnomer. I am thinking of it as changing my focus. For 30 years, I have done all kinds of consulting and provided continuing education in the profession in addition to my job. I am changing my focus in that I will only be putting one third of my time towards a post retirement position at **Montana State University** and the rest of my time towards consulting and continuing education in libraries.

BK: What advice do you have for librarians choosing to pursue collection development?

MB: First of all, be certain that your skills are appropriate for collection development. By that I mean, to be successful in collection development you need to be comfortable with a great deal of ambiguity. For every decision that you make, there are two dozen variables. One needs to be skilled at decision making, comfortable with the variables and not be a hand wringer. To do collection development well, intellectual curiosity has to be an energizer for you. You really do have to find all of the pieces and the variety interesting. For example, sitting on my shelf awaiting decisions are the following titles: *The Philosophy of Nothingness*, *Industrial Cowboys*, *The Symbolic Politics of Ethnic Wars* and *Houdini, Tarzan and the Perfect Man*. These topics need to be as interesting to me as the things that I really love, like quilting or poetry. You have to

Biography for Mary C. Bushing

Mary C. Bushing, Ed D. is the Information Resources Development Librarian at **Montana State University's Renne Library**, where she is responsible for collection development and acquisition of all library materials. Prior to joining the staff of MSU in 1989 as Collection Development Officer, she was a public library director in Illinois and a library development officer for the **Montana State Library**. Mary received her doctorate in adult and higher education from MSU in 1985 and is widely sought after as a speaker and consultant in the areas of collection development, project management, consensus training and library administration. This year, **Mary** received the **Sheila Cates Award** for Librarian of the Year, given to a Montana librarian in recognition of outstanding leadership and accomplishment in library service.

understand the economic models and the historic as well as the current context of those economies in order to do collection development. Lastly, something that was initially overlooked in the collection development track is you have to have great people skills, because to do your job well, you have to work well in the vendors, publishers, and consortia. You have to be able to communicate well and that includes listening to your users. You have to be able to work within your organization whether it is 3 people or 300 to coordinate the complexity that is now collection development. You can't confuse being linear and understanding numbers as a prerequisite for collection development. It's not about the numbers and acquiring the most stuff. It's about acquiring the right stuff.

BK: What advice do you have for library vendors?

MB: As in any marketplace, the importance of integrity and trust remains paramount. The same products are available from a variety of avenues. It isn't libraries that do business, it is individuals in libraries that do business. Trust, integrity and communication are

critical components of the relationship between libraries and vendors. Secondly, you have to have something to sell and to be honest, you're selling service more than anything else. I once heard a statistic that the number of mistakes in shipments leaving the loading docks of publishers is somewhere between 15-20% and that the mistakes from a library vendor are less than 1%. That's the level of quality service that we want and are willing to pay for. Otherwise, it ultimately comes out of our hides. This is becoming more apparent with electronic information. We want you to fight our battles. Dealing directly with producers is not a model that we want to revert to. My library would have to hire at least three people to replace me if we had to deal directly with publishers. We should not backwards just because we are all dazzled by electronic resources. Finally, hang in there ... the dust hasn't settled yet. The first line providers of information cannot provide the quality and timeliness of service that libraries have come to expect from their vendors. It has been the vendors that have created a niche for themselves by providing that service. Don't lose track of that.

Bet You Missed It

Press Clippings — In the News — Carefully Selected by Your Crack Staff of News Sleuths

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TO HELP OR HINDER, THAT IS THE QUESTION by Pamela M. Rose (University at Buffalo)

A petition demanding that the government require scientists to publish code under open-source or "free software" licenses was drawn up by three software developers (<http://www.openinformatics.org>). Advocates say sharing is essential for eliminating duplicative research, and feel results can't be properly evaluated without looking at source code used to obtain them. Critics warn that such mandatory sharing could reduce financial incentives (thus hindering research) and may violate federal law. A workshop on the licensing issues will be held in January at the **O'Reilly Bioinformatics Technology Conference** in Tucson, AZ.

See — "Petition Seeks Public Sharing of Code," by **David Malakoff**, in *Science*, p. 27, Oct. 5, 2001.

Against the Grain / December 2001 - January 2002

INDEPENDENCE RESEARCH by Pamela M. Rose (University at Buffalo)

A dozen of the world's top medical journals enacted uniform requirements that seek to guarantee the scientific independence of investigators doing research funded by drug companies. Scientists submitting a study for publication must now sign a statement indicating they take full responsibility for the findings, had access to the data and controlled the decision to publish.

See — "Medical Journals Act to Limit Drug Firms' Influence" in *Medscape* <http://www.medscape.com/reuters/prof/2001/09/09.11/20010910plcy002.html> [registration required to view].

POETIC CRIES FOR HELP

by Pamela M. Rose (University at Buffalo)

Using software that quantifies word use and meaning, psychologists tested key theories about causal factors in suicide by analyzing about 300 poems including those by poets who had committed suicide. The authors claim suicidal poets used "more first-person-singular self-references" in all their poems and seemed more detached from society, and near their deaths signaled increasing isolation by their infrequent use of "we."

See — "Spotting the Suicidal Poet," in Random Samples section edited by Constance Holden, *Science*, p. 1043, Aug. 10, 2001.

IT ONLY TOOK 192 YEARS!

by Pamela M. Rose (University at Buffalo)

James Madison's meteorological diary is the centerpiece of the first exhibit, on view until March 2003, on early American scientific instruments of the American Philosophical Society since 1811.

See — "Society Holds First Exhibit Since 1811," in Random Samples section edited by Josh Gewolb, in *Science*, p. 45, Oct. 5, 2001.

REDUCED REEFS

by Pamela M. Rose (University at Buffalo)

The *World Atlas of Coral Reefs* (U. of California Press) offers for the first time a global synthesis and accounting of each country's coral reefs. Estimated total reef area is substantially smaller than past numbers (284,300 square kilometers, or the area of Italy), partly due to including only shallow reefs (those in less than 30 meters of water).

See — "Atlas Maps Coral Reefs," in Random Samples section edited by Josh Gewolb, in *Science*, p. 2383, Sep. 28, 2001.

UNIVERSITY PRESS COMPETITION

by Phil Dankert (Cornell University)

Although the evidence up to now may be anecdotal the fact still remains that the financial year ending in June was the worst in recent memory for university-press publishing. Especially hard hit were the University of California and Harvard University presses. One of the problems is that the outlook for sales to university libraries remains bleak. "With little left in their budgets after they pay for expensive journals, librarians are relying on inter-library loan rather than buying their own copies of many books." The editorial director of Columbia University Press points out that not all the blame for poor sales rests with the marketplace. Put simply, university presses may be publishing too many books. "...our books are competing with themselves." Many university presses, as a result, are considering reducing both the number of titles they publish each season as well as the number of copies of each title.

See — "University Presses Suffer Bleak Financial Year," by Jennifer K. Ruark, *Chronicle Of Higher Education*, p. A17, Jul. 20, 2001.

IUNET SAYS NO!

by Pamela M. Rose (University at Buffalo)

IUNet, a spin-off company of Carnegie-Mellon University (CMU), pulled out of an agreement with India's Department of Telecommunications to set up a high speed network that would have linked over 100 Indian research institutions.

See — "Indian Internet Plan Kaput" in NetWatch section edited by Mitch Leslie, *Science*, p. 963, Nov. 2, 2001.

ORDERED AND DISORDERED BRAINS

by Sandra Beehler (Old Dominion University)

Researchers at 19 universities and 6 hospitals in 10 countries are cooperating on the **Human Brain Project**, which aims to create a database for sharing information on the brain. They hope to improve our understanding both of how we think and of how brain disorders impede or distort that process. This article focuses on **UCLA's Brain Mapping Center**, where scientists are conducting experiments to help build a clear picture of the brain's structure—with the hope of someday accurately relating structure to function. Part of the difficulty is the lack of distinctive features in the brain's physical structure, along with the inadequacy of existing imaging technology. Besides obvious possibilities for curing brain disfunction, this research has the potential to enable us one day to deliberately increase functionality (for example, mathematical ability or artistic skill) by stimulating the corresponding portion of the brain—an idea which poses significant ethical questions.

See — "Let's Make Your Head Interactive." *Wired* 9.08 (August 2001), p. 106.

DESPERATE BUT NO LONGER ALONE

by Sandra Beehler (Old Dominion University)

Faced with a life-threatening diagnosis, many patients these days are taking to the World Wide Web. And by doing so, they have changed the nature of medical practice. This article chronicles the efforts of four parents who used the Internet to organize worldwide responses to autism, Rett syndrome, and the genetic diseases known as 18q- and PXE. They launched websites, helped organize clinical trials and raised funds for research. Sharing information freely over the Internet is an integral part of the effort, which has caused consternation among doctors and medical researchers. Some doctors actively discourage their patients from going online, fearing the effects of misinformation. Many others embrace the trend and have called for an online public library of medical journals. Most important of all — with the Internet many desperate people are no longer alone.

See — "The Citizen Scientists," *Wired* 9.09 (September 2001), p. 145.

LICENSED TO BILL

by Sandra Beehler (Old Dominion University)

Cleverly disguised as a "reader license agreement" (you have to tear open the pages to read the entire article), this article dissects the new field of digital rights management technology. As information in purely electronic form offers a whole new revenue stream, media conglomerates need to control usage—and match usage to payment.

Enter **digital rights management (DRM)** technology. Roughly it works like this. The user/buyer has a license manager on a PC. The seller has the encrypted files on a content server and the usage restrictions on a license server. (They're separate so that restrictions can be responsive to customer demand.) Purchase access and the license manager downloads content and license files to the PC, decrypts the files and enables playback. The technology enables the sale of specific uses of content to a customer based on a subscription model keyed to the individual user. Content is controlled right down to the moment when the user quits paying for a subscription and content goes away.

Leading the movement to **DRM** is the music industry, with **MusicNet** and **pressplay** at the head of a long line of digital rights management providers. Both companies have partnered with major music labels and expect to launch their music offerings in late 2001. Other media types are bound to follow.

Problems: No standards yet; the two systems mentioned above are incompatible. **DRM** technology is pretty invasive of privacy. "Right of first sale" and "fair use," which libraries rely on when they share the content freely among their patrons, could fall victim to the DCMA's Section 1201(a)(1)(A) making it illegal to bypass **DRM**. And no one is sure if there is a paying market for digital music content anyway.

See — "Licensed to Bill," *Wired* 9.10 (October 2001), p. 140.

AD REVENUES IN THE TOILET

by **Bruce Strauch** (The Citadel)

Fabulous advertising growth in the 1990s caused 1,000 (!) magazines a year to be launched. Now it's all doom, gross indignity and bigger discounts as publishers grovel for a few pitiful pages of ads. Editorial independence is shamelessly swapped for "favorable coverage" as once-proud journals scramble for the measly bucks available. For publishers, junkets to Tuscany and helicopter skiing in Sun Valley are history. Under the shadow of massive lay-offs, it's four sales calls a day and ghastly drives to New Jersey to personally give grateful thanks to advertisers.

See — "Recession Transforms Once-Glamorous Job of Magazine Publisher," by **Matthew Rose**, *The Wall Street Journal*, p. 1, Sept. 4, 2001.

"WELSH RABBIT IS AMUSING & RIGHT, & WELSH RAREBIT STUPID & WRONG"

by **Bruce Strauch** (The Citadel)

Very entertaining article on **H.W. Fowler** and his "Dictionary of Modern English Usage" which you really should look up and read.

The massive 13-volume O.E.D. was published in bits from 1879 to 1933 although the over-worked editor **James Murray** died in harness in 1915 after "Trink—Turndown." Since few folks would buy a 16,000 page dictionary, smaller versions were done as spin-offs.

Henry Fowler, a literary failure, moved to the Channel isle of Guernsey, and with his brother wrote the "Concise Oxford Dictionary" (1911) and the "Pocket Oxford Dictionary" (1924). And on his own, **Henry** produced the "Dictionary of Modern English Usage" (1926). This supreme eccentric sat on his lonely isle writing the accepted pronunciation of "anchovy" and the special connotation of "pawky."

He taught us never to start a sentence with "but," never end a sentence with a preposition and never, ever split an infinitive. But it's better to occasionally break a rule than go out of your way ... not to.

See — "Slips of the Tongue," by **Louis Menand**, *The New Yorker*, p. 82-86, Nov. 26, 2001.

CONGLOMERATE SPATS

by **Bruce Strauch** (The Citadel)

AOL Time Warner Inc. owns **Warner Bros.** that produced "Harry Potter." It also owns *Time* which owns *Entertainment Weekly*. But **Warner** wouldn't let *Entertainment* preview "Potter" because *Entertainment* had called **Warner** "rudderless." So *Entertainment* sneaked into the preview. And now people aren't returning each other's calls and **Warner** says the magazines staffers are too cocky and adversarial. And Hollywood is just a-buzz with gossip. And some are chafing, and some want heads to roll, and others hope to ease the situation.

See — "Why 'Harry Potter' Had Magazine, Movie Studio in a Family Fight," by **Matthew Rose**, *The Wall Street Journal*, p. B1, Dec. 4, 2001.

DEALING WITH THE ELEPHANT IN THE ROOM

by **Bruce Strauch** (The Citadel)

The necessity of commenting on Sept. 11 presented special challenges for trade journals such as those in the soap and taxidermy fields. But for others, the angle was obvious. *Pit & Quarry* cast aside its planned October issue to address the rebuilding of Lower Manhattan. *Cheese Market News* focused on the diversion of milk from normal delivery routes. *Goat Rancher Magazine* screened herds for biological tampering. And as you guessed, *Plants Sites & Parks* covered the new skittishness for trophy high-rises.

See — "What a Journal Called Cheese market News Can Say About Sept. 11," by **Patricia Callahan**, *The Wall Street Journal*, p. A1, Oct. 25, 2001.

TAKE THE MOOLAH AND SHOVE IT

by **Bruce Strauch** (The Citadel)

Fatigued by academic writing, **Stephen Ambrose** turned out a blockbuster titled *D-Day* and launched a history writing industry that includes *Citizen Soldiers* and *Band of Brothers*, Ambrose Historical Tours, the Eisenhower Center for Oral History and \$40,000 speaking engagements.

Simon & Schuster has printed 5 million copies of his books, and profitably, he is only exceeded by the **Tom Clancey** level authors.

Now he says he is going to quit, but **Simon & Schuster** aren't taking him seriously. "That's just his little joke," says his veteran editor. No doubt nervously.

See — "As a Professor's Books Become Bestsellers, A Big Business is Born," by **Matthew Rose**, *The Wall Street Journal*, p. A1, Aug. 20, 2001.

Wandering the Web —

Selected Online Resources for Teaching Children about Money and Finance

Compiled and annotated by **Roxanne Myers Spencer** (Head Librarian, Green County Public Library, Cedarville, Ohio)

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The economic boom in the United States of the past decade and the development of the Internet have brought many changes to the way computer-literate Americans view money. Children of all ages have to ability to plan, save, and spend in ways that previous generations could not. But which tools can parents, students, and educators rely on to teach the young the value of money, to avoid temptation or dishonest operators? These selected online resources represent some of the better known, easy to navigate sites useful for parents, educators, and librarians seeking reliable information on introducing money and finance topics to students from the early grades through high school. Included are interactive games, teacher lesson plans, and additional links that make this selected online bibliography a good jumping-off point for novice or experienced Web-searchers. Adults, take note: Ever find your

eyelids drooping wearily when reading those small-print stock prospectuses? Most of these resources are so well designed and so easy to navigate and comprehend, you may find yourselves wanting to jump right in and sign on!

Selected Websites

AskEric www.askeric.org/ is one of the primary resources for educators. Lesson plans for **Applied Mathematics** http://www.askeric.org/cgi-bin/lessons.cgi/Mathematics/Applied_Math are excellent resources for teachers seeking novel ways to introduce money concepts such as comparison shopping, spreadsheets, and other practical tools to the math curriculum. A sample of the lesson plans includes **Money Values**,

continued on page 92