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## Adventures in Librarianship -- Reality

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## Paper vs. Digital: from page 92

- Download **multimedia content** on the job in large numbers (60 percent of knowledge workers have downloaded at least one audio or video file for work purposes and 11 percent are frequent “downloaders” of multimedia content).

Company size is one factor which affects the form in which information is consumed by knowledge workers. Those in small firms rely on original sources the most, while those in mid-sized firms rely on photocopies. The image of a corporate librarian photocopying articles for general distribution comes to mind. Knowledge workers in large firms, on the other hand, rely more heavily on commercial online services and/or e-mail to disseminate information.

Perhaps surprisingly, knowledge workers across the board obtain more than 75 percent of their daily information from original sources or photocopies (63 percent from original sources and 14 percent from photocopies), irrespective of industry. Furthermore, even in the 20% or so of information consumed from digital sources, no industry is significantly more “digital” than another. A breakdown by job function, however, is quite another story. Information “super users,” such as market researchers and corporate librarians, for example, turn to digital resources far more frequently than their counterparts in IT, HR or research and development.

We also observed that the 35-44 year-old group led the workforce in use of digital media, with younger workers under 25 coming in second and older workers, as would be expected, turning to digital media the least. A reasonable inference from these facts, which would appear to contradict expectations, is that the middle group outstrips its younger counterparts because the “midders” have advanced higher up the job ladder.

Intranets, however, win even less acclaim. Although nearly all large companies have implemented intranets as their major internal communication vehicle, only a third of respondents said intranets had “substantially improved” their productivity. An interesting note from a publisher’s perspective: companies are **not** using intranets to disseminate copyrighted articles but rather as a very basic communication medium.

In the academic arena, a second study sponsored by Copyright Clearance Center tells a similar story: digital content use is on the rise, but paper remains dominant. We interviewed over 500 librarians, professors, academic deans or administrative staff and bookstore copyshop owners, at a range of 2- or 4-year colleges, as well as master’s and doctorate level universities across the country. These interviews revealed the following insights:

- College and university staff report that digital tools and content have been adopted to **conduct classes (45%** of respondents), **disseminate information (27%)** and **administer tests (15%)**.
- **Nearly 39%** of professors report that they post teaching materials online. Yet a minority still deems digital content as either **not at all important (30%)** or they purposely **avoid digital content (5%)**.

So what picture emerges from all these data – and what are the implications for the publishers and librarians?

First, it’s clear that corporate America still relies primarily on original documents and photocopies for the majority of its information; therefore, as stated above, publishers still have time to develop the tools and strategies to protect their intellectual property from unauthorized and uncompensated digital use.

Second, Internet use for data acquisition continues to climb, albeit at a slower rate than in earlier years. We won’t know how much Internet/intranet use is growing now until we

obtain and analyze the results from a subsequent survey, sometime in mid-2003. But it’s clear that digital content is far more convenient to access, store and distribute and, therefore, will continue to grow at the expense of print media.

Third, the Internet has increased the demand for content from all sources, digital and non-digital, a trend that will certainly continue.

Fourth, the volume of online content purchases appears to be growing at a healthy clip; but, like the apparent boost in overall Internet usage, we’ll have to wait until the next survey results are in before we can assess this definitively. 🌱

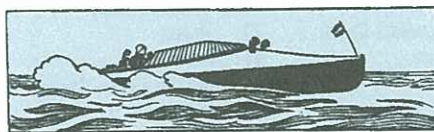
## Adventures in Librarianship — Reality

by **Ned Kraft** (Ralph J. Bunche Library, U.S. Department of State)  
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Cable Television’s most iconoclastic station, the **ATG Network**, is planning to bombard its summer audience this year with reality shows that are sure to please.

In June, prepare yourself for “**Sweat Shop**.” **ATG** cameramen spent two months in the highly dysfunctional and very amusing Technical Services office of **Mortify College’s Bantering Library**. Have there ever been catalogers so cantankerous? Has there ever been an acquisitions office so paranoid? I doubt it. Throw in a handful of territorial preservation technicians and a foul-mouthed, grumpy systems administrator and you’ve got yourself the makings of a hit show! Where did they find these people?

Keep an eye out for “**Lib Cribs**” in August, when **ATG** will take you inside the homes of famous librarians. You’ll love the two-bedroom bungalow that **Dr. Samuel Prudent**, dean of **Darkmound University’s Fraught Memorial Library**, calls home. Its slate-tiled entrance hall and blackened stone fireplace are warm and inviting. **Dr. Prudent** himself will guide you through his plans to install indoor plumbing next year. **Missy Sooner**, from **New York’s PL 480** will show off her half-bedroom pied-a-terre with its magnificent view of room 603 in the Hotel Metro. And you won’t want to miss the improvised cardboard and sheetrock abode designed and built by **Malachy Esposito of Underling Library** fame. Its setting, under the



Interstate 57 bridge, is certainly unique and probably illegal.

“**Book ‘Em**” will follow the adventures of **Chicago Public Library’s** famous **Library Police** squad. Ride along as they use handwriting analysis to expose a dangerous margin-writing scheme. Visit their DNA lab as **Sergeant Pilfer** tries to unravel the mystery of the missing *Newsweek* issue. Watch **Detective Dolores Hunt** confront an indignant patron who refuses to put current newspapers back where he found them. The dedicated men and women of **Chicago’s Library Police** leave no stone unturned!

“**Survival Ex Libris**” takes six academic librarians from **Yale** and dumps them in a small town public library somewhere in Idaho. Their challenge? To organize and conduct a book sale for the locals without condensation. To hold a **Friends of the Library** meeting without using bibliographic jargon. To weed the collection without throwing away all the romance novels (which proves hilariously difficult for our **Yalies**). Who will be voted out of the library first? After reviewing the first show, my vote goes for **Robert**, the didactic engineering reference librarian who can’t abide cooperative assignments. But I’ll hedge my bet with the lovely **Arianna**, whose Ph.D. in physics doesn’t seem to lessen her frustration with shelf list cards and the **Dewey Decimal system**.

**ATG** is promoting this summer season lineup as a new approach in niche-market programming. **CEO Katina Strauch** told her executive staff that “this daring and innovative schedule will surely boost **ATG** beyond **Fox** and **Warner**... or you’ll all be looking for new jobs come September.” 🌱

## Back Talk from page 94

do they print, publish or sell such publications. It is critical that libraries continue to select, catalogue, circulate and preserve materials that discuss all points of view. Our

students and teachers, indeed all of our citizens, need the freedom to read, think and ponder the important issues of our time. We look forward to additional open and free discussion of **Article 23** and to being able to see the exact language of **Basic Law 23**. We congratulate the Government for taking this very positive step forward.” 🌱