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Judy Luther MLS, MBA

Informed Strategies, LLC, judyluther@informedstrategies.com

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When Content Goes Digital

by **Judy Luther, MLS, MBA** (Informed Strategies, LLC.; Phone: 610-645-7546)
<judy.luther@informedstrategies.com> www.informedstrategies.com

In less than a decade librarians have seen user expectations change from the idea that if an intellectual work or company didn't appear in a print index, or directory, it didn't exist, to the idea that if these items can't be found on the Web, they don't exist. For many of our users whether something is virtual determines whether it is real.

In this same period large volumes of content have been made available on the Web. Initially, it was bibliographic databases, then journals and now books — both reference books and eBooks. Publishers are beginning to realize that their content must be available digitally if it is to survive and be used.

The impact of the Web on publishing means that content previously updated by editions must now be updated based on developing events as users expect what they see online to be current. This has a tremendous impact on the publication cycles for existing works and requires that publishers reengineer their editorial workflow to provide for more frequent review and revision.

But what happens to the content when it appears on the Web? The print works so familiar to librarians lose their context without the wrappers that indicate their function. When encyclopedias, books and journals are all available online, they appear simply as digital content to the user.

Loss of <format> Identity

Each format used in print was designed to meet a specific need for information. Encyclopedias are referenced by librarians as a good place to start research with an overview of a topic to learn enough about the terminology to effectively search it. Scholarly journals typically convey a slice of research in process and books present the in-depth treatment of a topic.

However, when users begin their search online and link through to full text, the intent previously conveyed by the format is lost.

Market research conducted by **Informed Strategies** provides insights into this gradual change. Some public librarians feel that the term "encyclopedia" is a dead word and not understood by their users. Students in a focus group stated that "we don't use journals, we use JSTOR" not making the connection between the individual articles they use separately and the complete journal. Without seeing a print journal with its familiar structure of volumes and issues, the user views the work without knowing whether it's a summary of a topic, a slice of current research or an in-depth treatment of a topic.

Evolving Nature of Content

Cliff Lynch pointed out that with any new technology such as the Web, the first applications simply "transition" content from the old system to the new with minimal enhancements. It usually takes awhile before innovative applications begin to "transform" content. This occurred in the CD-ROM era when the first CDs presented information without an index or any search capability. In just a few years we've seen electronic journals begin to evolve and many today incorporate linking, allow emailing articles, exporting citations and creating an alerting service — taking advantage of the network. These capabilities of the online version offer a level of functionality far superior to print.

Melding Formats

New formats are emerging such as the "Lectures" created by **Morgan & Claypool** which will be launched in the fall of 2004. These are born digital and serve the needs of engineers and computer scientists who want an in-depth

treatment of a topic (like a book), that is current (like a journal) and that synthesizes the research providing an overview (like an encyclopedia). There are likely to be new terms applied to indicate the intended function of content that is launched free of a more familiar structure.

As we learn more about how people interact with information and navigate databases, it will be interesting to see what new functions emerge and the formats that are designed to address those needs. While content is evolving, so are the tools being introduced with existing formats to aid in searching and in processing results.

A User-Friendly Discovery Process

Databases are beginning to provide a higher level of intelligent interaction — allowing for multiple spellings of a word and responding to a search with suggestions or options that enable the user to learn about the topic as they search and not requiring training to use it.

For instance, **Oxford Reference Online** which was launched in 2002, offers the user a wide range of search options. In addition to the standard quick search and advanced **Boolean**, the user can choose an extended search which will bring up synonyms so that those looking for "state" will also find "land," "nation," "province," "states." They also offer a pattern search that allows for misspelled words, for example "liason" will bring up "liaison." People and date filters can be also applied.

Microsoft and the Web have effectively rewired our circuitry from training manuals to learning on the fly and trial and error. Those who grow up with the Web expect to be able to use services without training. Certainly the simplicity of **Google** is reorienting expectations to an ease of finding answers.

Usability studies conducted by database providers such as **ProQuest**, **Oxford University Press** and **Elsevier**, confirm that there is a growing difference between the requirements of today's librarians who still want **Boolean** and those of today's users who want customized services that save them time.

Search skills have been taught because that is what our systems have done well. The introduction of new visualization technologies deliver powerful browsing capabilities which have been lacking from the online environment which is great for delivering specific documents but has not provided the context for them.

Visualizing Results

There are a variety of tools that are just beginning to be adopted in library software that enable users to navigate databases by seeing the results of their searches grouped into clusters that can be further explored by mouseovers. Some appear in the form of hyperbolic browsers that provide a fish eye view of results. **Rick**

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assault convictions on record for the last 18 months (indictments are acceptable).

- Will plan, direct, and implement all functions of the Acquisitions Division including managing procurement contracts, circulating birthday cards, and settling refrigerator feuds.

- Must have a basic understanding of Italian, Farsi, and Creole as used in the fields of astronomy, genetics, professional tennis, and international law.

- Proven professional leadership will characterize the successful candidate. Officer positions with CLAP (Committee for Library Alternative Proposals) or SLAP (Special Librarians for Attractive Paper) a plus.

- Will manage the work of student assistants by regularly waking them; lecturing them on the value of good work habits; explaining the complexities of call number shelving; describing for them, as often as is necessary, the difference between the real world and their current, parent-funded **Disney** theme park life; and reminding them that they are being paid to work, not talk to their cohorts about Friday's Delta Kappa party or their many trivial romantic escapades.

Please send your resume to: Ida Trench
Human Resources
Manager
Knott-Coscher

Library, Room 32
Darkmound University
Tossitalloway, NJ 12345

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Lugg has used **InXight** for his eBook map, **Highwire Press** is using **Vivisimo** and **xrefer's** is called **Research Mapper**.

While different systems offer varying capabilities in the extent to which they create the background layer of classifications and taxonomies, the

common component is presenting search results in a way that users can navigate. This means that search results are displayed in a map that shows how search terms and topics in the database are related with an overview of available content. The user can quickly determine which categories are relevant and proceed from there. For example, the following is the Topic map for **Highwire Press** that graphically displays the broad categories included in the database.

By clicking on a specific topic like "Physics" and dragging it to the center of the page you can create another map with links to other related topics. And by double-clicking a topic you can view the actual document list.

Boolean search (preferred by librarians for its ability to identify selected sets) serves the user who knows the terminology of his/her subject search which is often a discovery process unto itself. Tools that visually display resources mapped hierarchically, allow the user to explore a database in a more user friendly way.

In essence this is recapturing the value of a classification scheme which effectively groups items on the same subjects together on the shelf even if they don't use the same terminology. By grouping similar concepts together, systems can provide sophisticated browse capabilities that have been missing from the online environment. It makes it possible to utilize both browsing and searching to find information effectively and efficiently.

This quality has been missing from our

YES...
all **APS**
journals are in
LOCKSS

15 Journals of the **American Physiological Society**
www.the-aps.org

online catalogs which could certainly offer the user an **Amazon** style "if you liked this resource you might also find these useful". Instead users in one focus group who went to the shelf in the library, didn't find the resource listed in the catalog but found others that were useful and concluded that "the catalog was wrong." With increased access to direct borrowing our **OPACS** also need to make use of the framework readily available in the classification scheme.

Future Trends

The volume of digital content is growing exponentially which means that users need tools that can help them sort through the in-

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creasing volume of potential hits to identify appropriate content. There are several trends evident in the broader landscape that offer promise.

Existing content providers are incorporating new technologies to take full advantage of ways to provide better access to established resources. Linking across databases, new displays for browsing, exporting citations in the format of choice, emailing articles, sorting search results are all welcome innovations. For example, **Scopus**, Elsevier's soon-to-be-released new abstracting and indexing database of 14,000 titles has a feature that allows search results to be sorted by author, source, year, document type, subject area and most importantly citation level. The latter allows the user to prioritize by those "most important." These applications will continue as more users feedback is incorporated into product development.

New formats such as **Morgan & Claypool's Lectures** combine qualities of existing resources to deliver information to meet a particular need. How users work with information will increasingly determine the design of the resource.

Large databases today combine different formats that have been brought together because the content is owned by a single publisher or groups of publishers sharing a platform. Content is content and we're still in the transition phase. Future database developers have the opportunity to rethink how the functions of these different formats fit together and design them to work interactively to deliver a new level of service to the user. For instance embedding definitions of terms that display with mouseovers.

Some publishers are beginning to design tools that enable collaboration among the contributors. This is part of the design behind the soon-to-be-released **Birds of North America Online** by **Cornell's Ornithology Lab**. Authors and editors who work together on certain species will be able to pool their data and share information as part of the updating process for this resource.

Each time a new service such as **Amazon** or **Google** is introduced into the consumer market we are delighted with its ability to make our lives simpler by applying function to content. Gone are the days when "Content is King" with its focus on the product. Success in the future will focus on the user and how they will use good quality content.

Our users value their time and their choices reflect that priority. Libraries can increase their value to their users by offering services that save them time — not just providing content. 🐼

Desperately Seeking Copyright — Going Global: Librarians Take on International Compliance Role

by **Edward W. Collieran** (Director, Publisher Relations, Copyright Clearance Center) <ecollieran@copyright.com>

Librarians have long been the copyright experts and compliance watchdogs on campus. Admittedly, it can be a thankless job, and it can seem even more challenging each time technology advances another mile on the information superhighway. In a world that embraces digital communication, concerns once limited to the use of photocopies now apply to e-mail correspondence and the use of online information from global sources.

The ease by which content can now be accessed and shared through digital means has increased the potential for copyright infringement exponentially, and colleges and universities face new compliance challenges. On the one hand, as creators of copyrighted works, academic institutions have a stake in ensuring that works are not reproduced without permission. On the other, these institutions are charged with ensuring faculty and students adhere to U.S. copyright law and the laws of other nations as well. In fact, if recent inquiries to **Copyright Clearance Center** are any indication, compliance with the varying copyright laws of different countries is fast becoming a focus of many campus librarians. Consider the following common scenarios:

- Using an Internet search engine, a professor finds valuable information from a foreign journal he would like to include in classroom coursepacks. He then asks for your help in obtaining copyright permission.
- A professor who is teaching a course in Denmark one semester wants to copy an article from a U.S. newspaper to hand out to her students.
- While researching business practices in other nations, an international business student realizes he needs an English translation of a foreign journal article to share with his classmates.

You are concerned about the copyright implications of these requests, and your instincts are right: copyright law applies. But which country's copyright law applies? The answer depends, in part, on where the work is published and where it is reused.

According to the **Berne Convention for the Protection of Literary and Artistic Works**, works that are protected by copyright in the United States or any other **Berne** convention member country are protected by copyright in all of the 156 member countries. The scope of that protection depends on where the copyright-protected work is used. For example, if you use and share content in the U.S. from an Australian publication, U.S. copyright law applies. That simplifies matters considerably for those who serve students and faculty who are using content primarily within U.S. borders. The situation becomes more complicated if you are providing materials for use by students and faculty outside the U.S., even if the content was published here. Take the professor in the previous example, who is teaching in Denmark. If she wants to include a U.S. magazine article in her class

coursepacks, because the work will be used in Denmark that country's copyright law would apply.

Additional information on the **Berne Convention** guidelines as well as examples of the differences in fair use and public domain from country to country is available in **Copyright Clearance Center's** fall/winter 2004 edition of its academic newsletter, *CCC Extra*. The newsletter can be found through the copyright education section of copyright.com.

Getting help from RROs

On those occasions when you need permission to copy and share foreign works, you have a few different options for getting those rights. Regardless of where the work is published, one approach is to contact the rightsholder directly to obtain the necessary permission—a process that is often complicated by language barriers and varying time zones. A much simpler option is to contact a reproduction rights organization (RRO) and have the RRO secure the permission for you.

According to the **International Federation of Reproduction Rights Organisations (IFFRO)**, which facilitates copyright compliance worldwide, RROs were established to address the increasingly global demand to photocopy scientific and other printed works. RROs facilitate compliance by providing the most streamlined way to obtain copyright licensing. There are currently 41 RROs worldwide, in countries as diverse as Canada, New Zealand, Austria, Hong Kong, Chile and Zimbabwe. **Copyright Clearance Center** is the RRO for the United States, and is a member of **IFFRO**. Together, each year these RROs clear rights for hundreds of thousands of content users to copy and share portions of literally millions of copyrighted titles. They also collect and distribute royalties on behalf of rightsholders worldwide.

Copyright Clearance Center maintains bilateral agreements with RROs from many other countries. Bilateral agreements enable this organization to secure rights for the use of domestic and foreign works and collect and distribute royalties.

An unprecedented opportunity

Clearly, the global content marketplace presents its share of challenges. But it also represents one of the most exciting developments in recent memory. Information, always the lifeblood of education, is more readily available and to a broader audience than ever before. That is good news for those engaged in the pursuit of knowledge in any field, from scientific discovery and technological innovation to in-depth analysis of historical trends and philosophical perspectives.

Just as technology will continue to drive the process of discovery, it will also continue to ease the process of copyright compliance. 🐼