December 2003

If Rumors Were Horses

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Against the Grain

c/o Katina Strauch
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Against the Grain

"Linking Publishers, Vendors and Librarians"

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Electronic Use Statistics: A Panacea or Just A Problem?

by **John McDonald** (ATG, Guest Editor) (Acquisitions Librarian, California Institute of Technology;
Phone: 626-395-6427) <mcdonald@caltech.edu> <jmcdonald@caltech.edu>

The US GDP grew 7.2% in the third quarter of 2003. **Hideki Matsui** of the **New York Yankees** hit 2.17 groundballs for every flyball he hit in 2003. Fulltext articles from the *Journal of Organic Chemistry* were accessed 7,921 times by **Caltech** researchers in 2002. Very interesting, one might say, but so what? While statistics and empirical measures permeate our lives everyday, in every way, oftentimes we do not really understand the numbers that are thrown at us. Would it help your understanding of the preceding statements if you knew that the GDP growth was the highest rate of growth in 19 years, that Matsui was 7th in the Major Leagues in highest groundball to flyball ratio, and that the *Journal of Organic Chemistry* was the 12th most frequently used online journal at **Caltech**? Maybe or maybe not, but this example illustrates what libraries are now going through every day. We have more numbers that represent our user activities, but very little context, very little consensus, and very little agreement on what these numbers might mean or how to interpret them.

Although libraries have rarely relied solely on quantitative measures to inform their day-to-day actions, the increases in serials costs and the decreases in real budget dollars are forcing libraries to make tougher and tougher collections decisions each year. Luckily, we are starting to acquire real measures of use to supplement our qualitative judgments about resource quality and collection use.

The theme of this issue is electronic use statistics and we have some great articles by a wide variety of authors on a range of topics. First up is an excellent opinion piece about the issues surrounding use statistics by **Bob Molyneux**. Bob cautions that not every party is interested in the same objectives in usage gathering and reporting and that there has been little collective understanding of the processes involved in use of digital materials. Following Bob is an article by **Steve Black** and **Amy Sisson** who have contributed an excellent study of the use of fulltext aggregated databases and how they conform to the **Bradford** distribution and the 80/20 rule of journal use.

Phil Davis has written a very thought-provoking article on how increased monitoring of our patron's usage can possibly have very negative effects for our library acquisitions budgets.

Steve Hiller follows with an interesting article on how to complement quantitative use measures with qualitative measures to better understand what users use and how they use it. **Jennifer Weintraub** describes **Yale's** use statistics collecting program and muses on the difficulties in comparing measures across resource types and vendors. I'm sure her description of their situation will resonate well with those of us who also have use statistics collecting responsibilities for our libraries.

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If Rumors Were Horses

Sadness brings us all together. **Dana Alessi** died on November 26. There is an obituary in this issue (p.8) by her cousin and mother. We will include some other special remembrances from many of her friends and colleagues in the next issues of **ATG**. If you wish to contact Dana's mother, the address is: **Louise Bennett**, 3636 Angela Robin Apt. 104, Las Vegas, NV 89129. **Tom Leonhardt** <leonhardt@libr.stedwards.edu> is coordinating the remembrances if you wish to submit one.

Phil Davis (AKA **Daddy**) <pmd8@cornell.edu> returned from the **Charleston Conference** early and was there for his wife's scheduled C-section. The newborn is **Anna Davis Cohen** (no hyphen... yes, she has his wife's last name...), was born on Monday Nov 10 at 2:24 PM at 6 lbs 10 oz with lots of dark hair. To satisfy all of us baby-lovers, Phil has scanned a few pictures. He hasn't created a Web page yet (he is sleep-deprived among other duties), so we have to go to these links. Phil says it's hard not to love children, even when

they keep you up most nights. <http://people.cornell.edu/pages/pmd8/anna/1.jpg> through <http://people.cornell.edu/pages/pmd8/anna/8.jpg>

In May, 2003, the awesome **Phil Dankert** <prd2@cornell.edu> was awarded the **SUNY Chancellor's Award for Excellence in Librarianship**. As the Award stipulates, his performance in the areas of skill in librarianship, service to the university and to the profession, and scholarship and professional growth and development have been truly extraordinary. No wonder! Did you know that Phil has been at the **Martin P. Catherwood Library** of the **ILR School** for 41 years, except for the first 5 years when he was at **Olin Library** in the **Acquisitions** Department? Anyway, Phil is retiring June 30, 2004. He says that the **Charleston Conferences** that he has at-

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From Your (spreadsheet-weary) Editor:

Spreadsheets. I hate them. When they are good, they are very, very good, but when they are bad, they are horrid. I have spent the six weeks since the **Charleston Conference** ended looking at spreadsheets. How much money will we have? What does such and such an item cost? Can we afford it? Must we cancel it? You all know the drill. Anyway, *Against the Grain* has been blessed relief. It's better to dream about words than numbers!

As the holiday season approaches (the library is closed for two weeks!), you will all have plenty of time to read this truly wonderful issue of *ATG* from cover-to-cover. The features this month are on the topic of **Electronic Use Statistics: A Panacea or Just A Problem?** and are guest edited by the incredible **John McDonald** from **CalTech**. He has put together nine articles from **Bob Molyneux**, **Steve Black & Amy Sisson**, **Phil Davis**, **Steve Hiller**,

Jennifer Weintraub, **Marthyn Borghuis**, **John Sack**, **Denise Davis** and **Peter Shepherd**. We have an interview with **Robert Wedgeworth** by **Victoria Beatty**, as well as **Dan Halloran's** interview, and one from **Jack Montgomery** who interviewed **Bob Schatz**. **Michelle Flinchbaugh** has provided a profile from **Anje Mays** who also has a **"Biz of Acq"** column on page 80. Our wonderful reviewers, **Tom Gilson**, **Debbie Vaughn**, and **Ellen Finnie Duranceau** have provided us with lots of book and reference title reviews. And don't miss out on this issues book trade gossip by **Barry Fast** in **Talk of the Trade** (p.83), or **Tom Loughran's "Book Pricing Update"** on p.86. Plus there is more on **OCLC** and the **Library Hotel** in **"Legally Speaking"** by **Bryan Carson** and **John Cox** tells us how not to confuse price with value in an **"ATG Special Report"** on p. 92.

Meanwhile, a spreadsheet is calling me. Happy New Year! Yr. Ed.

Rumors from page 1

tended over the years, beginning in the late 1980's, were very important to him and something that he always looked forward to with much anticipation. He doesn't have definite plans for retirement but says he will keep busy hiking in the summer and fall, skiing in the winter, organizing his jazz CD collection, probably more traveling (one of his sons lives in Southern California) and doing some volunteer work. Whew! Plus since Phil says that he definitely wants to bring his wife, **Ginny**, to **Charleston**, I hope we will be catching a glimpse of him at one of the upcoming **Charleston Conferences**!

Moving right along. **Taylor & Francis Group plc** has agreed to acquire, subject to the receipt of regulatory clearances, the business and publishing assets of the **Dekker** group of companies. ("Dekker"), a US based Scientific, Technical and Medical ("STM") publisher from the family owned, **Marcel Dekker, Inc.** The consideration will be made up of \$122.0 million (£72.2 million) in cash, a loan note of \$1.6 million (£0.9 million) and a further contingent cash payment at closing estimated to be in the region of \$15.0 million (£8.9 million). The cash consideration will be paid from Group cash resources and banking facilities. Founded in 1963, Dekker is a leading US based STM publisher of journals, reference and textbooks and encyclopedias, in the specialist areas of science, engineering and medicine. Dekker publishes 78 journals and around 200 new book titles per year and has a backlist of over 3,000 book titles. Headquartered in New York City, the business employs some 170 staff. Dekker's sales for the year ended 31 December 2002 were \$42.0 million (£24.9 million), producing an operating profit before exceptional items and shareholders' costs of \$5.1 million (£3.0 million) and profit before tax of \$3.2 million (£1.9 million).

Primarily a journals publisher, in 2002 sales totaled \$24.9 million (£14.7 million) from journals and \$17.1 million (£10.1 million) from books. Net assets at 31 December 2002 were \$0.8 million (£0.5 million). The nature of Dekker's US dollar revenues and the US dollar purchase consideration will further reduce the enlarged Group's cash flow based exchange exposure to the US dollar. **Taylor & Francis' STM** journal title portfolio will reach over 1,000 for the 138.6 million dollar purchase. It is rumored that Dekker's finance department will move to Florida where **CRC** is located. According to the Bookseller ("T & F does US double with Dekker," 11/21/2003 Issue 5104, p.5. <http://www.tandf.co.uk/news.html>. See also *Business Source Premier*.

Taylor & Francis has also acquired the business and assets of **Swets & Zeitlinger B.V.** and **A.A. Balkema Uitgevers B.V.** (together, "**Swets & Zeitlinger Publishers**" or "**SZP**"), the Dutch based Scientific Technical and Medical ("STM") journal and book publishing business being divested by information services provider **Koninklijke Swets & Zeitlinger Holding N.V.** The cash consideration of €16.75 million (£11.5 million) will be paid from the Group's existing cash resources. Founded in 1916 with the publication of the journal title **English Studies**, **SZP** publishes English language journals and books in the specialist areas of engineering, ophthalmology and life sciences as well as in the social sciences. **SZP** publishes 41 journal titles and 100 new book titles per year and has a backlist of around 2,000 book titles. Based in Lisse, Hol-

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Letters to the Editor

Send letters to <kstrauch@comcast.net>, phone or fax 843-723-3536, or snail mail: *Against the Grain*, MSC 98, The Citadel, Charleston, SC 29409. You can also send a letter to the editor from the *ATG* Homepage at <http://www.against-the-grain.com>.

Dear Santa:

This letter is from Yr. Ed. I am very unhappy. You did not bring me what I asked you for. I know that I did not sit on your knee and all that, but, still, I have been a good little editor all year. What did I ask you for? Just a small, little, not hard to do, letter to the editor. And I did not get one, not one

single one. No more cookies for you.

Sincerely,
Katina Strauch,
Your Editor
<kstrauch@comcast.net>

AGAINST THE GRAIN DEADLINES VOLUME 15 & 16 — 2003-2004

Events	Issue	Ad Reservation	Camera-Ready
Annual Report, PLA	February 2004	12/10/03	01/07/04
ARLIS	April 2004	01/28/04	02/18/04
ALA Annual	June 2004	04/21/04	05/12/04
Reference Publishing	September 2004	06/30/04	07/21/04
Charleston Conference	November 2004	09/08/04	09/29/04
ALA Midwinter	Dec. 04/Jan. 05	11/03/04	11/24/04

FOR MORE INFORMATION CONTACT

Edna Laughrey, Ads Manager. Address: 291 Tower Drive, Saline, MI 48176; Internet: elaughrey@aol.com; Phone: 734-429-1029; Fax: 734-429-1711.

Rumors from page 6

land, it employs 37 staff. In the year ended 31 December 2002, SZP's turnover was €6.4m million (£4.4 million) of which 62% was from journal sales and 38% from book sales. The acquisition of the SZP titles is consistent with **Taylor & Francis'** strategy of growing its portfolio of "must have" information through a combination of well-planned organic development and selected earnings enhancing acquisitions that strengthen the portfolio, widen the customer base and internationalize the business. **David Smith** is **Chief Executive of Taylor & Francis Group plc.** <http://www.tandf.co.uk/news.html>

Taylor & Francis continues to attract our attention with their acquisitions. Recently, they have purchased **CRC Press, Frank Cass, and Bios.** According to the **Bookseller**, "T & F has now spent £ 161.9 million this year, on five acquisitions with a combined turnover of £ 66 million." See also, "T&F thrives with new buys," by **Joel Rickett** <joel.rickett@bookseller.co.uk>.

co.uk>. **Bookseller**; 9/19/2003 Issue 5095, p8. <http://search.epnet.com/>

The warm and charismatic **Inge Valentine** <ingeval@aol.com> wrote from New York. Remember **Inge** and **Otto Rapp** back when **Pergamon** was **Pergamon** and **Elsevier** was **Elsevier**? Inge tells me that she is enjoying her bonus years and is grateful for every day. She went to Europe (Switzerland, Germany, Poland and France) last June for a month and stopped to see friends and relatives along the way. Also made her annual Florida trip in November with her daughter and son-in-law.

Lilly Endowment, Inc. has awarded a grant of \$774,750 to the **American Theological Library Association (ATLA)** to extend the **ATLA Serials (ATLAS)** program to congregations and clergy. Over the next three years, **ATLA** will partner with the **Indianapolis Center for Congregations (ICC)** to add an additional ten titles to the **ATLAS** program and to design it specifically for congregations and clergy. For more information, visit the **ATLA Website** at <http://www.atla.com>.

Don and Susan Jaeger look forward to traveling together when their boys are away at college. They have two awesome sons. **Bryan** is 20 and a junior at **Connecticut College**. He is an honors student, majoring in Economics and has been a starting defenseman on the **Connecticut College Ice Hockey** team since freshman year. **Scott** is 18 and is an honors student and a Senior at **Huntington High School** on Long island. He is also a co-captain of the **High School crew team** (rowing) this year and specializes in the four and eight man events. He was just accepted to **Lyndon State University** in Vermont and will major in meteorology. Scott hasn't appeared on any local telecasts yet but he communicates with the local meteorologists by phone and email. and the local television station, channel 12, has him as a weather spotter and his data is used frequently. So, I guess I will be consulting **Scott** around conference time (November 3-6) next year (2004) to make sure that there will be no hurricanes. I wonder if **Scott** knows the travel route that **Santa** will be taking?

Swets Information Services has signed the
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Dana Alessi

It is with sadness that I report to you, the friends and colleagues of **Dana Alessi**, that Dana passed away on November 26. Her mother, **Louise**, has been a constant care-giver since the diagnosis of brain cancer in May. The last weeks, hospice care also provided additional support for Dana.

I am sure many of you were influenced by Dana whether in career decisions or shared personal hobbies. Her inquisitive mind, zest for life,

and bubbly laugh will be what she would want you to remember.

She traveled the United States and abroad extensively and made many friends through the years. She delighted in these friendships, formed through her job contacts and love of figure skating, and kept in touch with many people regardless of where her job and home was located.

As her cousin, Dana was my mentor in life - I followed her lead in obtaining a bachelor's degree that led to my teaching Latin in high school and I also loved and participated in instrumental musical groups. Although our taste

in music was slightly different, we both loved musical theater. I became a public librarian in 1970 and then went on to my present job as a high school librarian -- a bond of similar career choices.

Below is the obituary Louise and I sent in for the newspapers.

Sincerely, **Lois McNicol**, Dana's cousin
<lois_mcnicol@hotmail.com>
Garnet Valley High School
552 Smithbridge Road
Glen Mills, PA 19342
610-579-7771 (phone)
610-579-7789 (fax)

OBITUARY

Dana L. Bennett Alessi died after a six month battle with brain cancer on Wednesday, November 26, 2003 at home in Las Vegas, NV. She is survived by her mother **Louise W. Bennett**. Dana won the **National Spelling Bee** competition as a representative of the **Rocky Mountain News** (Denver, CO) in 1957. Dana received her BA in Classical Languages from the **University of Colorado-Boulder**, MA in Classical Languages from **Indiana University-Bloomington**, and her MA in Library Science from **University of Missouri-Columbia**. She received the **Phi Beta Kappa** recognition. She served as Acting Director of **Wartburg College** in Waverly, IA, and later became **Head of Acquisitions** at the **University of Houston**. Her employment continued as she worked for **Blackwell's North America** from 1978-1989 becoming Director of Standing order Services and Director of Monographic and Selection Services. Dana transferred to **Baker and Taylor Books** working as Director of Sales and Marketing for academic libraries from 1989-1999. Dana authored over 11 articles in a variety of

professional journals. Dana served on more than 16 committees of the **American Library Association** and presented workshops at state, regional, and national association conferences as well as mentored many people in the library and book industry. She moved to Las Vegas, NV, in 1999 where she worked for **Ovid Technologies, KNPR, GamingToday**, and most recently served as general manager for **TPL Employment Services, Inc.** Dana's avocation was spectator sports of any kind with her favorite sport being competitive ice skating. Over the years, she attended many national figure skating competitions and Olympic figure skating events. She also loved travel and theater.

Memorials have been established with the **University of Colorado-Boulder Library** for purchasing research materials in the fields of Humanities and Librarianship, the **United States Figure Skating Association**, Colorado Springs, CO, for the purpose of assisting young skaters in need with training expenses and **Nathan Adelson Hospice** in Las Vegas, NV.

Private services were held.

Dana's request that this verse be her request for survivors

When I come to the end of the day
And the sun has set for me
I want no rites in a gloom-filled room.
Why cry for a soul set free?
Miss me a little, but not too long
And not with your head bowed low.
Remember the love we once shared-
Miss me, but let me go.

For this is a journey we all must take
And each must go alone.
It's all a part of the Maker's plan,
A step on the road to home.
When you are lonely and sick at heart
Go to the friends we know
And bury your sorrows in doing good deeds.

Miss me, but let me go.

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

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first five deals for the **ALPSP Learned Journals Collection (ALJC)** with organizations across several countries. Among the new subscribers are the **University of Umeå** in Sweden, the **University of Queensland**, and **Fremantle Hospital & Health Services** in Australia. In addition, a pricing and licensing proposal has been accepted by **NESLI**, the UK's national electronic journals initiative for Higher and Further Education, and a license will shortly be signed with major pharmaceutical corporation. A large number of additional deals are also currently under negotiation. The **ALJC** <http://www.alp-sp-collection.org/> is a unique collection of 247 journals from 25 diverse publishers. The collection enables small and medium-sized non-profit and commercial publishers to package their journals with a single umbrella license, pricing model and delivery platform. **Swets Information Services** serves as the ALJC's worldwide sales, marketing and access channel. The ALJC spares customers the hassle of negotiating e-licenses and pricing with diverse publishers, allowing them to access high e-journals directly via **SwetsWise Online Content**.

The **International Organization for Standardization (ISO)** has published ISO 15836:2003, **Information and Documentation—The Dublin Core** metadata element set. Under NISO's leadership this standard was fast-tracked in ISO Technical Committee 45 (Information and Documentation) Subcommittee 4 (Technical Interoperability) through the ISO approval process using a version identical to

ANSI/NISO Z39.85-2001. The **Dublin Core** metadata standard provides a core set of 15 metadata elements for cross-domain information resource-sharing. Since the original workshop, held in March 1995 in Dublin, this core set of metadata elements has gained worldwide recognition and use, with translations in over 20 languages. The issuance of the ISO standard provides the official international endorsement for use of the **Dublin Core** metadata. ISO 15836 is available for purchase in electronic or paper formats, in English and French, from ISO <http://www.iso.ch/>. A free downloadable pdf file of the ANSI/NISO version is available from the National Information Standards Organization (NISO) Website: <http://www.niso.org/standards/resources/Z39-85.pdf>. For additional information about **Dublin Core** metadata, including user guides, tools, training materials, and working group implementation activities, visit the **Dublin Core Metadata Initiative Website**: <http://www.dublincore.org/>. www.niso.org

Some of our favorite people are leaving some of our favorite companies! The awesome **Edna Laughrey** <claughrey@aol.com> is leaving **Aux Amateurs** to continue working for **Against the Grain**, **The Charleston Advisor**, and **The Charleston Conference**. Edna will not be replaced, but we know already as it is that she's irreplaceable!

More. In response to the harsh economic climate of the past few years that has adversely affected vendors, publishers and libraries alike, **Majors Scientific Books, Inc.** has recently launched a major reorganization of its workforce. As part of this reorganization each duty and position, both inside and outside of

the warehouse, was analyzed for its necessity and its effectiveness in light of the many recent electronic enhancements to the **Majors'** distribution system. This analysis, according to the company, indicated that **Majors'** viability would be strengthened, and perhaps even enhanced, if some positions were consolidated and others eliminated. Although, as a consequence, every department in the company was affected, this reorganization is expected to leave the company stronger and more effective than ever. Unfortunately, **Ken Robichaux's** position is one of those that has been eliminated, and effective December 31, 2003, **Ken** will no longer be working for **Majors**. **Ken** worked with **Majors** for 26 years and attended many meetings of the **Medical Library Association**, the **Southern Chapter of MLA** and **Charleston Conferences** on the part of **Majors**. **Ken** and his lovely wife **Anne**, who retired four years ago from the **Medical University of South Carolina Libraries**, send word that the next time you are in Charleston, let them know. They have a special VIP tour of the area, and with a minimum of effort the enormous lock on their wine cabinet can be pried open for a leisurely afternoon repast. Here's contact info: **Ken & Anne Robichaux**, P.O. Box 1529, Mt. Pleasant, SC 29465 <robichaux@charleston.net> (843)884-1541.

And, speaking of **Al McClendon** and **J.A. Majors III (JAM)**, back when we were in Dallas for our son's wedding, we did a fantastic tour of the **Majors** facilities and plan to run the interview (with pictures) in 2004. Coming up. Have you renewed your **ATG** subscription?

And, speaking of contact information, I just got the following contact information from **Barbara** and **Christian Boissonnas**. The youngest retired couple I know have moved as of October 6, 2003. Their new address: 7N050 Ridge Line Road, St. Charles, Illinois, 60175, phone 630-443-9644. And I know I got separately a new email address for them but I can't find it. If anyone has it, please send it on!

Mary Ann Liebert, founder, president and CEO, of **Mary Ann Liebert, Inc.** — www.liebertpub.com — received the Scientific Publishing Award for "Outstanding Contributions to Scientific Publishing in Complementary and Alternative Medicine." The award, which was bestowed by **Columbia University College of Physicians and Surgeons, Richard and Hinda Rosenthal Center for Complementary and Alternative Therapies**, was given at the Center's gala 10th Anniversary Dinner at the St Regis Hotel, New York City, November 20, 2003. The Liebert publications in this field are **The Journal of Alternative and Complementary Medicine**; **Alternative & Complementary Therapies**; **Journal of Medicinal Food**; and **Natural Pharmacy**. This notice was sent in by the great **Tom Mulak** (he's no slouch himself). Did y'all run into him in Charleston? www.liebertpub.com/about.asp

The incredible **Sara Miller McCune**, Founder, Publisher, and Chairman of **Sage Publications, Inc.**, has received the national "Spirit of Entrepreneurship" Award for 2003 at the **Entrepreneur of the Year** awards, sponsored by **Ernst and Young, LLP**. **Sara** and **Sage Publications** received the award at a ceremony

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Rumo(u)rs from Paddington

by **Daryl Rayner** (Marketing Director, xrefer; Phone: +44 (0) 20 7479 9204; Fax: +44 (0) 20 7479 9212) <daryl@xrefer.com> www.xrefer.com www.xreferplus.com

As I write this, Christmas fever is brewing just as **London Online** madness has abated. Plus we've had all the excitement of an open top busload of Rugby players being paraded around the streets of London displaying the **Web Ellis Trophy** after winning the **2003 Rugby World Cup**. http://www.bbc.co.uk/london/travel/features/travel_advice/rugby_victory_parade.shtml. You have to appreciate that we are not used to winning in sport, so when we do, we go delirious!

London Online was a great success. Even though there appeared to be fewer stands and less people, the quality was very high. The sessions were varied and interesting. It was good to catch up with so many of you. I was surprised and pleased to see that we had many visitors from North America. It was good to catch a glimpse of **Judy Luther** <judy.luther@informedstrategies.com>; **Jim Mouw** <mouw@uchicago.edu>; **Mary Waltham** <mary@marywaltham.com>; **Peter Scott** and **Amy Brand** <abrand@crossref.org> (who had courageously left her small baby for a few days to attend the show!) It was good to see the UK contingency too; **Helen Henderson** <Helen@helenhenderson.com>; **John Cox** <John.E.Cox@btinternet.com> and **Anthony Watkinson** (from afar) <anthony.watkinson@btinternet.com>. It was like being back in Charleston. Where were you, **Katrina**?

I wasn't able to go to many of the sessions as I was (wo)manning our stand and in meetings. However, it is interesting to see from the programme that the sessions were about quality searching, blogging and customer service. The digital world is moving on.

It was also intriguing to see that the whole event was blogged <http://infotodayblog.com/>.

The **Office of National Statistics** have published their *Official Yearbook of the United Kingdom of Great Britain and Northern Ireland 2004*. It can be found at <http://www.statistics.gov.uk/StatBase/Product.asp?vlnk=5703>.

I see that **STN International** has announced the launch of French and English patent data-

bases in 2004. The new databases **FRFULL** and **GBFULL** will provide full-texts of French and British patent documents. Further information can be obtained from helpdesk@fiz-karlsruhe.de.

The **University of East Anglia** are running a netskills workshop on January 15th entitled "Detecting and Deterring Plagiarism." It is to be held at the **University of East Anglia** <http://www.uea.ac.uk/>. I am pleased to announce that **FreePint** <http://www.freepint.com/> have launched new two fee-based publications, **VIP** <http://www.vivavip.com> and **VIP EYE**. **VIP** is a monthly publication focusing on information products and information people. **VIP EYE** provides a twice-monthly e-news and analysis service on the business information industry, concentrating on new products, companies and upcoming development.

Britain's most accessible Websites have been announced at the **Visionary Website Awards** http://www.managinginformation.com/news/content_show_full.php?id=2211. The winners were: **Manchester United**, **Rushcliffe Borough Council**, **Calibre Cassette Library**, **Citizen's Advice Bureau**, **The Bradshaw's**, **Birmingham Focus on Blindness**.

The **National Library for the Blind (NLB)** <http://nlb-online.org/> hopes that the awards campaign will encourage Website publishers to consider access technology when designing sites.

If you are interesting in code breaking, I urge you to visit the online exhibition of **Secrets and Spies** <http://www.pro.gov.uk/virtualmuseum/spies/default.htm>, organised by the **UK Public Record Office** <http://www.pro.gov.uk/>. More historical information can be found at <http://www.victorian-times.org>. This is a **NOF-Funded** digitisation project <http://www.nof.org.uk/examining-social-political-and-economic-developments-in-victorian-britain-1837-1901>.

I am pleased to inform you that **e-Prints UK** <http://www.rdn.ac.uk/projects/eprints-uk/> is running five free workshops (from February to May) about the issues involved in setting up institutional repositories in Bath, Oxford, Manchester, Edinburgh, and Nottingham <http://www.rdn.ac.uk/projects/eprints-uk/workshops/>.

The **info@UK** December newsletter from the **British Council** is now available <http://www.britishcouncil.org/Info@UK/bulletin.htm#current>.

An Introduction to Information Architecture — a one day seminar jointly organized by **UKOLUG** <http://www.ukolug.co.uk/> and the **Asilomar Institute for Information Architecture (AIFIA)** — is taking place on March 3, 2004. The aim of the seminar is to exchange ideas, visions, and practical experience about **IA**, and explore developing a greater awareness of **IA** in the UK. An application form can be found on the site or by emailing <CABaker@ukolug.org.uk>.

At a ceremony held at the **National Library of Scotland** last week, the **Saltire Society** <http://www.nls.uk/news> announced the winners of a new literary award. Novelist **Robin Jenkins** and poet **Edwin Morgan** jointly share the **Saltire Society/Scottish Arts Council Lifetime Achievement Award for Literature**. I am pleased to report that the **British Library** has launched a research service for business <http://www.bl.uk/cgi-bin/press.cgi?story=1396>. The **Library's** research team offers services for medicine and health care, patents, trade marks and designs, market, company and product information, chemistry and biochemistry, engineering and technology, and information in official publications.

Before I close, I must tell you that **xrefer** has won two awards in the past month. The first, the prestigious **Besterman/McColvin** medal for outstanding works of reference published in the UK, electronic category. The award was organised and administered by **CILIP** <http://www.cilip.org.uk/>, the **Chartered Institute of Library and Information** professionals, with generous sponsorship from **Nielsen BookData** <http://www.nielsenbookdata.com/>, the bibliographic information provider. The second award was presented to us at **London Online** by **FreePint** <http://www.freepint.com/> for innovative customer service. We thank all those involved for both awards. We are delighted!

Happy New Year to you all and hope to see you in San Diego! **Daryl**

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hosted by **Jay Leno** in Palm Springs, on November 22. The **Entrepreneur of the Year** awards are designed to honor outstanding entrepreneurs who have demonstrated excellence and extraordinary success in innovation, financial performance, and personal commitment to their businesses and communities. Just a personal anecdote about **Sara**. Back in March 1989, when I had begun *Against the Grain*, **Sara** took the time to step in and give me the benefits of her expertise. **Sara** is the reason for the layout

of the first page of *Against the Grain* — Articles and Rumors starting on the first page. **Sara** wrote the very first **Publisher Profile** of **Sage** and gave free copies of *Against the Grain* as gifts to her colleagues. She took the time to talk to and help an insignificant little floundering publisher. She has continued to help to this day. I am forever in her debt. The words extraordinary, innovation and outstanding truly apply to this wonderful woman. Congratulations, **Sara**! Hip! Hip! Hooray!

The **Board of Trustees of Biological Abstracts** has voted to pursue final negotiations with **The Thomson Corporation** (TSX: TOC:

NYSE: TOC) leading to a potential sale of the publishing assets of **Biological Abstracts, Inc.** and **BIOSIS, UK**. Founded in 1926, **BIOSIS** produces vital databases and services for life sciences research, including **Biological Abstracts®**, **BIOSIS Previews®**, and **Zoological Record**. These databases are made available globally on a wide variety of platforms, including the **Thomson ISI Web of KnowledgeSM**. **Thomson/ISI** was selected from a number of potential strategic partners following a detailed review process by the **BIOSIS Board**. After considering both not-for-profit and for-profit

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organizations, the Board believes that **Thomson/ISI** is in a unique position to best fulfill the **BIOSIS** mission "to facilitate the understanding of the living world by helping researchers, educators, students and others access information relevant to the life sciences." As part of the bidding process, **Thomson** has partnered with **CAB International**, one of the leading not-for-profit publishers in the applied life sciences. **BIOSIS** is a not-for-profit organization that provides flexible life sciences information products and services to a global audience. www.biosis.org See also "BIOSIS Sold to Thomson Scientific" by **Barbara Quint** <bquint@mindspring.com>. <http://www.infotoday.com/newsbreaks/nb031027-1.shtml>

MINITEX and **WiLS** have joined the library networks now offering **Classical Music Library** to their members. The Minnesota and Wisconsin based networks will offer their member libraries opportunities to purchase the new classical music listening service, following agreements made with **Classical International**. They join **PALINET** and **SOLINET** who have also recently begun offering the service to their members. The **MINITEX Library Information Network** is a publicly supported resource-sharing network serving academic, public and special libraries in Minnesota and the Dakotas. Its mission is to enhance the effectiveness and efficiency of participating libraries by expanding their access to local, state, regional, national and international information resources. **Wisconsin Library Services (WiLS)** is a consortium of 500 member Wisconsin libraries, offering services in the areas of resource sharing, in-service training and other cooperative activities relating to the changing nature of information technology. The awesome **Janice Kuta**, is Senior VP, Global Sales and Marketing of **Classical International**. www.classical.com

The **American Library Association (ALA)** has appointed **Jenifer Grady** as Director, American Library Association-Allied Professional Association (ALA-APA), effective December 22, 2003. She will meet with the ALA-APA Salaries and Status Committee and other ALA members at the upcoming Midwinter Meeting in San Diego. **Grady** has an M.S.L.S. (1993) from the **University of North Carolina-Chapel Hill** and an M.B.A. (2003) from **Case Western Reserve University**. **Grady** co-authored "Print versus Electronic Journals: a Preliminary Investigation into the Effect of Journal Format on Research Processes" in the *Journal of the Medical Library Association*, April 2002. She also wrote "Get 'Em While They're Hot," an article about researching African American history through cookbooks, for **North Carolina Libraries**, Winter 1992.

In January 2004, the **Department of Education** will begin to implement a reengineering plan for **ERIC**. The new **ERIC** mission continues the core function of providing a centralized bibliographic database of journal articles and other published and unpublished education materials. It enhances the database by adding free full text and electronic links to commercial sources and by making it easy to use and up to

date. Beginning in January and until the new **ERIC** model for acquiring education literature is developed later in 2004, no new materials will be received and accepted for the database. However, the **ERIC** database will continue to grow, as thousands of documents selected by the **ERIC** clearinghouses throughout 2003 will be added. When the new model is ready later in 2004, the new **ERIC** contractor will communicate with publishers, education organizations, and other database contributors to add publications and materials released from January 2004 forward. **ERIC** clearinghouses, including **AskERIC**, close at the end of December 2003. During the transition period, continue to use the following **ERIC Website** <http://www.eric.ed.gov>.

Even more. Here is an update on the microfiche subscriptions (ED documents) provided through **EDRS** and government documents contained in **ERIC** supplied by the **Government Printing Office (GPO)**. **EDRS** is currently scheduled to close at the end of June 2004 per the RFP for the new **ERIC** contract released by the **Department of Education**. Did you attend the awesome **Government Documents Session** that **Don Hagen** (Bernan) organized at the **Charleston Conference**? It included **Bob Willard** (NCLIS), **David LeDuc** (Public Printer), and **Bernadine Abbott-Hoduski** (GPO) and dealt with many important and crucial information issues. Watch for the proceedings of the **2003 Charleston Conference** to be published in 2004 by **Libraries Unlimited**, a division of **Greenwood Publishing**.

This link was sent out on the **College of Charleston's** listserv by a professor. "Exposing the Cheat Sheet, With the Students," November 26, 2003, by **Jane Gross**. "After a high school principal in Westport, Conn., started a campaign against cheating, he was surprised to find that students were relieved to have the subject out in the open." <http://www.nytimes.com/2003/11/26/nyregion/26CHEA.html?ex=1070872337&ei=1&en=55895343d45f346d>

The absolutely perfect **Deborah Duke** (Collection Management Administrator, Fort Worth Public Library) <dduke@fortworthlibrary.org> send word that the equally perfect **Walt Crawford** <Walt_Crawford@notes.rlg.org> posted this to **PUBLIB**. It's **Cites and Insights: Crawford at Large** 3:14 (December 2003), <http://cites.boisestate.edu/civ3i14.pdf> and has large sections on the **2003 Charleston Conference** where Walt attended and spoke ably. Enjoy!

After 17 years, **Liz Chapman** (Librarian, Taylor Institution) <elizabeth.chapman@taylib.ox.ac.uk>, the incredible woman, is leaving **Oxford University** and moving to London. From January, 2004, Liz will be **Deputy Director of Library Services at University College London (UCL)**. Liz is moving to London before Christmas. Stay tuned for more contact information.

Hey! Guess what? The splendid Anna **Perrault** <perrault@cas.usf.edu> wasn't in Charleston. On Nov. 15th she received the **FSU Distinguished Alumna Award** from the **FSU School of Information Studies**! Plus Anna was also elected this summer to be **VP-President-elect of Beta Phi Mu**. And to top it all off, **Libraries Unlimited** published **United States History: A Multicultural, Interdisciplinary Guide to Information Sources** (which Anna

co-authored with **Ron Blazek**). Anna tells me that she is still trying to drum up mention of her bibliometric study of monograph records in **WorldCat** which was conducted under an **OCLC/ALISE** research grant. Have you seen it? It sounds pretty interesting. <http://www.oclc.org/research/grants/reports/perrault/intro.pdf>

And have you heard about the totally incredible **Ineke Middeldorp-Crispijn** <ineke@idcpublishers.com>? After 10 years, she has left the vendor world and **Coutts/Coutts Nijhoff** for publishing. As of January 1st, Ineke will be joining **Todd Bludeau** at **IDC Publishers Inc.** As President, Ineke will be working out of the New York City office to serve North American customers for this Leiden, The Netherlands, based publisher. Ineke can be reached by phone at 800-757-7441 or by email: <ineke@idcpublishers.com>.

American Institute of Chemical Engineers (AIChE) and **John Wiley & Sons, Inc.** (NYSE: JWa) (NYSE: JWb), have signed an agreement to publish the Institute's three flagship journals, effective January 2004. Under the partnership, **Wiley** will provide all publishing services for the **AIChE Journal**, **Environmental Progress** and **Process Safety Progress**, including launching online editions through **Wiley InterScience** <http://www.interscience.wiley.com>. Additionally, **Wiley** will create and distribute a digital archive of the titles. **AIChE** will retain ownership and editorial control of the publications. Founded in 1908, **AIChE** represents 50,000 chemical engineers working in industry, academia and government. It accomplishes its mission of advancing chemical engineering knowledge through membership programs, publications, conferences, and research and educational activities. <http://www.wiley.com>.

Project MUSE® has added **Brian Harrington**, **Gizem Arslan**, and **Li Zhou** to its staff. **Harrington** has taken the position of an **Authorities Library Specialist** (he has been at **Muse** since its beginning in 1995), and **Arslan** will serve as a **Metadata and Indexing Assistant**. **Zhou** is the new **Production Specialist**. **Muse** has also promoted two of its employees, **Bill Kulp** has been promoted to **Indexing Coordinator/Senior Authorities Librarian**, and **Greg Harrison** has been elevated to **Production Supervisor**. Hooray and congratulations to all these fine people! <http://muse.jhu.edu>

This issue of *Against the Grain* includes a **Legally Speaking** from the learned **Bryan Carson** about **OCLC** and **The Library Hotel** Lawsuit, see this issue, p. 70. In the meantime, **OCLC** and **The Library Hotel** have reached a settlement agreement regarding the use of the **Dewey Decimal Classification®** system trademarks by **The Library Hotel**. As we all know, on Sept. 10, 2003, **OCLC** filed a trademark infringement complaint against **The Library Hotel** in federal court in Columbus, Ohio. Under the settlement terms, **The Library Hotel** will receive permission from **OCLC** to use the **Dewey Decimal Classification®** trademarks in its hotel and in its marketing materials, with an acknowledgment that **OCLC** is the owner of the **Dewey®** trademarks. **The Library Hotel** will make a financial donation to a non-profit organization that promotes reading by children. "We are pleased that this matter has been re-

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solved so quickly," said **Jay Jordan**, **OCLC President and CEO**. "The agreement is a good outcome for both the library cooperative and **The Library Hotel**. It permits the use of the **Dewey Decimal Classification®** trademarks at the hotel and in the hotel's marketing materials and acknowledges **OCLC's** trademark rights." **The Library Hotel** also is pleased with this settlement. "We do not believe that our use of the **Dewey®** trademarks in our beautiful boutique hotel near the **New York Public Library** infringes **OCLC's** **Dewey®** trademarks," said the hotel's owner, **Henry Kallan**. "But acknowledging **OCLC's** **Dewey®** trademarks and making a charitable contribution to promote reading by children, rather than spending money litigating, seems to be a reasonable way to resolve this matter." <http://www.oclc.org/>. <http://www.libraryhotel.com/>.

From **OCLC Abstracts** (11/17/03). **OCLC** has purchased the business assets of the **CAPCON Library Network** to form the **OCLC CAPCON Service Center**, which will continue to serve libraries in the Washington, D.C. area under the leadership of **Katherine Blauer**. **Ms. Blauer** was named executive director of the new **OCLC CAPCON Service Center**. **Ms. Blauer** was most recently president of **Gaylord Information Systems**, where she was responsible for all aspects of the **Polaris** and **GALAXY** library automation systems. From 1997-1999, she was vice president of sales for **Information Access Company** where she was responsible for sales to statewide consortia, and large academic and public libraries. From 1985-1997, **Ms. Blauer** held a variety of positions at **OCLC**, including director of National Sales, regional marketing manager, and product manager for the acquisitions subsystem. **Ms. Blauer** is from the United Kingdom, where she received her certification in librarianship. She also holds a bachelor's degree in business administration from **Capital University**. <http://www5.oclc.org/downloads/design/abstracts/>. <http://www.oclc.org/news/releases/20031113.htm>.

The Association of Women in Computing has selected **Carolyn Dyer** as a **Top Michigan Woman in Computing**. **Dyer** is **ProQuest's** Senior Vice President, Content Operations. **Ms. Dyer** has spent her entire career in the information access industry, first as an indexing consultant to **University Microfilms** in 1972. In 1974, she joined the company full time. Over the next seven years she served as Manager of Serials Marketing and Manager of Serials Product Development. Between 1981 and 1983, **Ms. Dyer** was Vice President of Sales and Marketing for **Microfilming Corporation of America**, a subsidiary of *The New York Times* in Sanford, North Carolina. In 1983, **Ms. Dyer** joined **NewsBank Inc.** in New Canaan, Connecticut. During her 13 years at **NewsBank** she held several positions. In July 1995, **Ms. Dyer** rejoined **UMI** as Director of Electronic Product Management. **Ms. Dyer** earned a Bachelor's degree from the **University of Michigan** in 1968. She attended the Executive MBA program at the **Kellogg School at Northwestern University**.

Okay, y'all. I heard a **Rumor** at the Confer-

ence in November that the fabulous **Twyla Raczy** has retired and that her position will not be filled. If any of you know anything more about this, please let me know, okay?

And speaking of **Twyla**, got an email from the hardworking **Pamela Rose** <pmrose@buffalo.edu> who misses **Twyla** as one of her contributors to **Bet You Missed It**. **Pam** wants to evaluate the effectiveness of both her columns (**Bet You Missed It** and **Webworthy**) to see if any changes would be useful. She doesn't want them to get stale. I agree. **Pam** has asked you for comments in this issue, p. 84. The phone lines are open.

Yale University Library has released for public review, comment, and use a prototype version of its **OACIS Middle East Database**. This unique collaboration will make scholarly literature from and about the Middle East much more widely and much more easily available to scholars around the world. **Project OACIS (Online Access to Consolidated Information on Serials)** will create a publicly and freely accessible, continuously updated listing of Middle East journals and serials, including those available in print, microform, and online. The listing, a prototype version of which is now available on the Web at <http://www.library.yale.edu/oacis/>, identifies libraries that own the materials as well as exact holdings for a broad range of Middle Eastern and other language titles. **OACIS** is being supported by a U.S. Department of Education Title VI grant under the "Technological Innovation and Cooperation for Foreign Information Access" program as well as significant cost share by the **Yale University Library** and resource investment by the **OACIS** partners. The leadership of the project is shared by **AUL Ann Okerson** <ann.okerson@yale.edu> as Principal Investigator; **Kimberly Parker**, <kimberly.parker@yale.edu> Head of Electronic Collections, as Co-PI and Technical Director; **Simon Sameoil**, <simon.sameoil@yale.edu> Near East Curator, as Project Manager and Director of Networking and Relationships; and the **OACIS** Technical Administrator, **Elizabeth Beaudin**. The US libraries partnering on the prototype include: **Cornell, University of Michigan, Ohio State, University of Pennsylvania, University of Texas, and University of Washington**. The principal European partner is the **Universitaets- und Landesbibliothek Sachsen-Anhalt**. Future Middle Eastern participants have been identified in Egypt, Jordan, The Lebanon, Syria, and Tunisia. Information about the **OACIS** project is available at <http://www.library.yale.edu/oacis/>.

Along with everything else in this fabulous issue of **ATG**, be sure to read the **Books That Matter** column, p. 66, by the grand **Ellen Finnie Duranceau** <efinnie@MIT.EDU>. **Ellen** tells me that her pre-teen daughter **Natalie** is doing very well. She's in fourth grade and just enjoyed the **Boston Ballet's Nutcracker** a few weeks ago. I'm waiting for grandchildren so I can enjoy the **Nutcracker** again.

Did y'all see the article in the *Chronicle of Higher Education* (11/7/2003) called "The New Word of Scholarly Communication" by **Richard C. Atkinson** (recently retired as president of the **University of California**)? **Atkinson** says that these days high on his list is — the future of

university libraries. Check out the article. <http://chronicle.com/weekly/v50/i11/11b01601.htm>

At the **Charleston Conference**, guess what I was given? A **Librarian Action Figure** with amazing push-button **shushing** action plus a bonus **trading card** and **bookmarks**. Wow! Guess who gave it to me? The oh-so-pretty **Julie Ben-Simon** (Manager of Vendor Relations, King County Library Systems) <julieben@kcls.org>. **Julie** was the VERY FIRST person to WIN a **FREE registration** to the **Charleston Conference** when she filled out her **Annual Report Survey!** Have you filled yours out yet? And, getting back to the **Action Figure**, I have decided that I am not going to open it. I want it to be worth millions on **eBay** in twenty years! <http://www.ucomics.com/stonesoup/2003/11/02/>

We are so lucky to have **Pat Harris** as our editor for the **Technology and Standards Section of Against the Grain**. This issue has an article by **Priscilla Caplan** on the exchange of serials subscription information (see p.88). At the same time, I was noticing, that **Priscilla Caplan** has also authored "Patents and Open Standards," a new **NISO White Paper** which includes an excellent overview of systems interoperability and intellectual property. http://www.niso.org/press/whitepapers/Patents_Caplan.pdf

And. Take a look at: "Patenting Air or Protecting Property? Information Age Invents a New Problem." Are patents fair? Are they working? ... "[A] growing chorus of corporate and government officials is warning that the U.S. patent system is broken, threatening to stunt technological innovation." *The Washington Post*, 2003. <http://www.washingtonpost.com/ac2/wp-dyn/A54548-2003Dec10?language=printer>

Well, it's that time again. Migrating to a new ILS system. **Nancy Gibbs** <nancy.gibbs@duke.edu> had to miss the **Charleston Conference** because of ILS training on **ExLibris** and **Heather Miller** <hmillier@uamail.albany.edu> was in the midst of data preparation for their first test load with the **Ex Libris ALEPH** system. We at the **College of Charleston**, along with **USC-Columbia** and **Clemson** among other libraries in South Carolina, are preparing to send out our **RFP** in January. Stay tuned.

And speaking of the **College of Charleston**, we are hoping to begin moving into our new library sometime in July, 2004. (Yes, they picked the hottest time of year in Charleston for all the festivities.) The library is starting to look "almost" finished, at least from the outside. Maybe we will be able to have tours during the **2004 Conference**, November 3-6, 2004.

Did you meet **Zac Rolnik** <zac.rolnik@nowpublishers.com> at the Conference in November? Well, **now publishers** has started a series of on-line products for the scientific and scholarly research community. **Foundations and Trends(tm)** act as a gateway to a library's primary literature and combines the peer-review of journals, the high usage of reference works, and the pedagogy of textbooks. Furthermore, a unique updating procedure will ensure the information remains current and keeps track with research developments. **now publishers** adheres to the principles of partnership with the aca-

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asked them to do some typical searches. While the number of observation sessions was relatively low (15), we found similarities in how our users searched, regardless of discipline or status. Some common observations included:

- Keyword searches are the most frequently used
- Little use of Boolean commands, indexes or thesauri
- Limits or format changes rarely employed
- Commands need to be on first page or won't be used
- Visible and quick links to full-text are critical
- Many use a bibliographic reference manager to import citations

These observations indicate that our subjects did not utilize many of the features that librarians think necessary in an interface and search engine, including Boolean searching, field indexes, thesauri, and advanced limiting features. We plan to do more observation studies this academic year.

Focus groups bring together a group for discussion on selected topics. A facilitator guides the discussion, but the real value is in hearing directly from participants and the interaction that occurs between them. We choose a different topic for our annual focus groups and in 2002 we chose the "libraries impact on research." One of our questions asked how they found the scholarly information needed for their work. Common observations made were:

- Library licensed databases are too complex to use
- Not enough time or frequency of use to learn how to use them well
- Need search engines that are more sympathetic to our needs
- **Google** is simple to use, intuitive, and comes up with items you can't find in databases
- Easier to work from key articles and authors through citation databases

As one faculty member bemoaned:

I'd like to use INSPEC more. I avoid it because I have problems with the search interface. And I know there are articles that should be coming up, but I'm not finding them. And I keep finding hundreds of garbage items. The librarian keeps saying, "Well sit down with me and I'll show you how to do it." But I can't remember how to do these complicated things from one day to the next.

Graduate students also mentioned that they found searching through electronic journal packages (e.g. Science Direct, ACM) more productive than using bibliographic databases. Our 2003 focus groups dealt with information literacy and library research skills from both the undergraduate and faculty perspectives. Again, the size and complexity of the information environment makes resource discovery and data-

base use challenging, especially for students, as this comment reveals:

There are so many [databases], there are so many different ways to search the databases I think that the biggest barrier is just working through and finding how to, what keywords to use, what connectors, things of that sort, trying to figure out which one is relevant to your research.

Usability (or user protocol) studies observe how a product, system or service is used. Often used for Website resource discovery and navigability issues, usability employs techniques such as computer log analysis and recorded observation. Usability studies allow providers to see if assumptions on how the product or service will be used are borne out in practice. Many usability studies, including our own, have shown that library jargon confuses users and that finding the appropriate resources and services is challenging.

Surveys can be used to get input from users by asking a series of questions. They can range from short, context appropriate ones on Websites to broader community surveys. The **University of Washington Libraries** has conducted large-scale surveys of faculty and students on a triennial basis beginning in 1992. One of our questions asks participants to rate the importance of a number of information resource types (books, print journals, electronic journals, bibliographic databases and so on). We can then compare results within the question, between groups, and between surveys. It's interesting to note that between 1998 and 2001, user reported importance of bibliographic databases decreased while importance of electronic journals increased:

Table 2. Importance of Bibliographic Databases and Electronic Journals to Work.

Importance of Resource Types (scale of 1 to 5)	Faculty 1998 (1503)	Faculty 2001 (1345)	Grad Students 1998 (457)	Grad Students 2001 (597)
Bibliographic Databases	4.09	3.76	4.12	3.55
Electronic Journals	3.50	3.94	3.74	4.05

Conclusion

Use statistics only tell part of the story in evaluating bibliographic database use. Assuming that your use data is accurate, complete, and reliable (and that's a BIG assumption), it's important to have the complementary qualitative information that provides critical context. By using multiple assessment methods libraries can gain an understanding of user behavior and how that impacts the use numbers. We know that our faculty and students have trouble finding the appropriate databases and how to use them. Consequently, we are improving the resource discovery features of our Website, looking at simpler search interfaces, and reviewing the value of our databases.

It's worth the time to look beyond the numbers and learn directly from your customers about how and why they search, barriers to their use, and how your library can better support their work.

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demic and library communities. For the researcher community, now publishers allows copyright retention and self-archiving by the author. The library community benefits from a simple site license agreement with choice of purchasing options including campus-wide access for all students and faculty, and unlimited course pack use at subscribing institutions. www.nowpublishers.com

On Monday, January 12, 2004, from 9:30-11 AM in the San Diego Marriott/ New York/ Orlando Rooms. The **ALCTS PVL R (Publisher-Vendor-Library Relations) Interest**

Group will present an open forum at the ALA Midwinter Meeting: "Here Today, Gone Tomorrow: Why Online Content Disappears."

Unexpected withdrawal of online content from electronic databases is a major concern to library subscribers. This session will begin with a brief overview of the issue, describing high-profile incidents such as *Tasini v. New York Times*, the *Economist's* court-ordered withdrawal of content judged libelous, and *Sage Publications'* decision to remove its journal content from aggregator databases. Librarians' concerns will also be outlined briefly. Once the context has been established, panelists from Elsevier, EBSCO and LexisNexis will address the issue from their vantage points as publisher

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Usage Statistics at Yale University Library

by **Jennifer Weintraub** (Digital Collections Specialist, Yale University Library)
<jennifer.weintraub@yale.edu>

Librarians in the all-print library were happy with their relative understanding of how much their collection was used. They could get information by keeping records of circulation, journal browsing, and even a cursory look at how well worn their books were. In the electronic world, we do not have those cues. At most, without vendor statistics, I can tell how many times someone connected to a vendor database from one page on the library's Website. Usage statistics are essential in helping us become a truly integrated print and electronic library. **Yale University Library** has been collecting usage statistics for electronic resources regularly since 1998. The process has moved from paper faxes to direct access to the statistics, and our interest in the statistics has changed as well. This descriptive article illustrates the kinds of statistics we maintain from vendors, the issues we have in processing and comparing this information, and what we ultimately hope to gain from this work.

We currently collect usage statistics from approximately 50 vendors or publishers, covering over 130 electronic databases, three collections of electronic books, and twelve journal packages that include thousands of journals. This represents about a quarter of our total electronic resources. I am responsible for maintaining these statistics and do so with input from selectors and the help of our Electronic Collections Assistant. At **Yale**, selectors negotiate with vendors with the help of the Head of Electronic Collections and asking for usage statistics for an electronic resource is a regular part of the negotiation process. The selectors then forward the information to me for our domain-restricted Website with our usage statistics or information about how to get access to the material.

We collect these statistics for several reasons. Like many libraries, we monitor our databases for turnaways when we have simultaneous usage, and for usage changes that may signal problems with accessing the database on the vendor

side. Since electronic resource pricing and features fluctuate from vendor to vendor, it is helpful to learn what value we may be receiving from any one specific vendor. **Yale** does not, for the most part, make selection decisions solely based on usage statistics. Finally, we hope to learn more about our users habits in the future through maintaining usage statistics without invading our users' privacy.

We collect statistics on a wide variety of material. There are the easy to define resources, such as electronic journals, electronic reference works (such as the **Oxford English Dictionary**), and indexes to periodical literature. There are also the now familiar but slightly more complicated aggregations, which are frequently periodical databases that are linked to vast quantities of full text (these include the **WilsonWeb** databases, through which we subscribe to resources such as **Art Abstracts** and **Readers Guide Abstracts/Full Text**). In the last two years we have also begun to collect statistics on electronic books. Like most university libraries, our subject and language areas are wide and varied. More importantly for the area of usage statistics, the publishers themselves are at varied levels of technological aptitude, sophistication, and willingness in the area of getting us information about how our students, faculty, and staff are using the electronic resources.

As electronic resources have changed and grown in complexity, our statistics have changed as well, particularly in the amount of information available. Rather than "number of hits" on a Web page I can receive a much greater degree of granularity. I now receive search statistics, browse statistics, most used articles, most used electronic books, what journal publishers were linked to from citations, and number of PDFs viewed, among other interesting facts. However, new problems abound with new kinds of electronic resources and tools. We recently had a question about an aggregator counting links from our OpenURL resolver as searches on particular databases. This led to a high number

of searches on a database rather than views or downloads for a particular journal. The help documentation did not clarify how the statistics were collected (which is more common than you might think). We still don't receive many statistics that show the frequency of cross-database searching (something interesting to us, as we'd like to know what combinations are most used, for example). Some vendors still do not send us anything but "hits" on the database, which is virtually useless, or "views" for an electronic journal without any explanation of what that means. In order for us to truly understand what was going on with that electronic resource, time must be spent to ferret out the answers.

Another area that has changed is presentation or dissemination of the statistics. There are fortunately very few vendors who fax or mail us paper statistics. Increasingly I can now access our statistics via IP authentication or a password that is separate from our administrative password for the vendor. This is our preferred method as I can disseminate this password to our reference librarians and selectors, who can then look for statistics themselves without the possibility that they will change the settings of that database. I also receive information via email in a comma-delimited format and as html files. Despite these technological developments, **Yale** must maintain dozens of passwords to various databases in order to get usage statistics. Collecting usage statistics has become a more complicated facet of electronic resource management than it was when we had 30 databases and four electronic journal packages.

Usage statistics can appear as html, text, or comma delimited files. If the material arrives in html format, I put that Web page up on our server and input some important data (for example, searches per resource) into an Excel file and make a graph as a visual aid for the selectors. When statistics are sent as text, PDF, or CSV files, I make a Web page from the Excel file as well. Thus, most statistics that are sent directly to me eventually become an Excel file. I also make graphs for certain expensive packages if the material, though available on the publisher's own server, is not easy to obtain or read.

Some usage statistics do not even fall under the rubric of "useful" in the most basic sense. Of our available statistics, 60% conform to the ICOLC guidelines. Of the statistics that I can access through our preferred methods, those with IP authentication or non-administrative passwords, however, nearly 70% are satisfactory. And I can get satisfactory statistics for 70% of our most popular databases (the ones described as such on a special Web page). There is a correlation between statistics being easy to get and being high quality. The publisher with the worst statistics is one that claims they will

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and aggregators. Topics covered will include publisher policies on article withdrawal, notification of customers, compensation for withdrawn material, and legal aspects of the debate. At least 30 minutes will be reserved for audience comment and discussion, in which digital archiving, treatment of defamatory or inaccurate content, plagiarism, and other topics will be addressed. Presenters include: **Rick Lugg**, R2 Consulting (Moderator), **Davies Menefee**, Director, Library Relations, the Americas, Elsevier, **Sam Brooks**, Senior Vice President, EBSCO, **Dawn Conway**, Vice President, Content & Business Development, LexisNexis.

Stanford University's HighWire Press has launched a new feature for institutions, "**Shop for Journals**." 28 society publishers, with content hosted on **HighWire**, have banded together to create an easy way to select from an initial list of 60 journal titles and create custom packages, with more titles expected to join in the New Year. To support this program, these publishers have developed a standard set of **Guidelines for Institutional Access** (defining authorized use and users), and have agreed to use a common tiered pricing model, based on type of institution. <http://highwire.stanford.edu/shopforjournals> "Shop for Journals" is the gateway to something we are calling an "Open Package," says **Michael Clarke**, Senior Managing

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quite a bit more data than **COUNTER** compliance required, and because **COUNTER** specifies both the format as well as the content of the usage information, **HighWire** had a dilemma in becoming **COUNTER** compliant: either eliminate the "useful and/or interesting" information that fell outside the **COUNTER** specification, or not be **COUNTER** compliant. We decided the best course was to continue to have a venue in which to provide innovative usage information, but also to offer strictly-compliant usage reports; thus starting in November there will be two parallel usage reports for each month in the **HighWire** system, one **COUNTER**-compliant, and one that offers extra-**COUNTER** information.

We feel it is too early in the life of e-journals to limit everyone to a standard, yet a standard is obviously necessary to enable librarians to make apples-to-apples comparisons across titles. We need to support innovation and interpretation. As a simple but common example: most **HighWire**-hosted journals now make available "data supplements" - information that journal editors decide can't or won't appear in print, but will be online only; how much use do these data supplements get? Many **HighWire**-hosted journals post articles online ahead of their appearance in print; publishers definitely want to know how much use these "ahead of print" versions receive, and we wonder if librarians have any interest in this information as well. A less common example: the *BMJ* produces "abridged" versions of its articles in print, with the full-text online as well as the abridgement; these abridgements are very popular with busy clinicians. Would librarians want to differentiate these versions of articles from the unabridged versions?

What kind of innovation may be ahead in usage reporting? There are many possibilities, and I've learned from experience not to gaze into the crystal ball in anything that will be printed or posted online. But I'll speculate based on what we've heard from librarians, authors, readers and publishers.

As publishers deliver content through more avenues — a journal might be available via **HighWire**, via **Ovid**, in **PubMed Central**, and in abstract form in **PubMed** and **Medline** — it becomes harder and harder for a librarians to

understand how valuable the content is in general to an academic community, because the use is dispersed through multiple "channels." There is no place or report that pulls all the use together of the intellectual content in a title.

As librarians try to decide whether an "aged" version of a journal in **Ovid** (a version whose newest issue is three issues back from current), or an incomplete version of a journal at **Ingenta** (a version that does not include non-print material), are sufficient to support a research and instruction program relative to the complete "journal of record" available at a publisher's own site, we may see that usage information that is insensitive to the age of content being accessed will not suffice.

Librarians may need better or different statistics to calculate the increasingly popular "cost per use" metric. Such a metric gives librarians — and publishers — a tool for validating that value is commensurate with cost. A good set of metrics in this regard should help with librarian/publisher negotiations, especially in complex multi-institution cases.

Ultimately, science and publishing will need an additional metric going beyond the "impact factor" as a way of judging the importance of a journal. While no one seems to have come up with a replacement for impact factor - it is tempting to say that like democracy it is the worst possible approach except for all the others - with the availability of much more fine-grained and pervasive metrics on usage it should be possible to build alternatives that might, for example, more accurately indicate the value of clinical journals whose articles are heavily used by practitioners, but not widely cited by researchers. Impact factor emphasizes one aspect of value over other aspects, and some of the others may now be visible and useful in usage reporting. For example, in the Web world where the impact of a site is measured by its raw traffic, a more useful statistic could be the total-citations to a journal (i.e., the impact factor without the division by the number of articles in a journal), because that is the best predictor of the total amount of visitors a journal site will get; measured this way, the *Journal of Biological Chemistry* is the "highest impact" STM journal, because it is the most-frequently cited. And, it might be possible for libraries to calculate the impact factor of a journal relative to their own academic programs.

Librarians may want to find a way to use usage information to negotiate prices for products when portions of a product — such

as a database containing journal articles — contain content that has already been purchased through another channel. This would require fine-grained analysis of usage of portions of a database.

Librarians may want to assess the amount of use that publisher archives of 20, 50 or 100-year old articles have, so they know whether a continuing subscription to such an online archive is worthwhile.

Online journals provide services in addition to content. **HighWire**-hosted journals provide not only the usual email tables of contents, but also personalized (keyword and subject-specific) alerts when new content is published. Part of the value of a journal is in these services. Online journals are beginning to provide e-journal content in PDAs and via RSS (Really Simple Syndication) protocols to campus communities. Should the use of these services by a campus community be tracked?

Authors may want to know who cites their work — this information is available at many **HighWire**-hosted journals through a partnership with ISI on its **Web of Knowledge** product line — and even what institutions most often read their work and incorporate it into course packs. Certainly as publishers increasingly allow authors to retain copyright, we will see the authors' interests in the usage-end of publishing increase.

Usage statistics are becoming an important way for a library — and for a publisher — to assess whether value matches cost. Perhaps as these assessments evolve we'll see the statistics evolve as well, beyond "usage" in the traditional sense. For example, under the new American Physical Society "blended pricing" model, an institution's frequency-of-authorship is taken into account in establishing the subscription price for a journal. Librarians may even want to identify authorship to suggest alternative publications to faculty who publish articles in expensive titles. As additional delivery platforms become available to authors — such as institutional self-archiving programs starting at a number of institutions — these calculations of a journal's value will become more complicated.

Clearly, significant challenges and "interesting" times are ahead for us! Usage, content and value continue to be a dynamic equation depending on whose usage, whose content and whose value is at issue.

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Editor of the **American Academy of Pediatrics**, who led the **Shop for Journals** initiative. "The concept of the **Open Package** grew out of our conversations with serials librarians. They told us that they liked the idea that the **Big Deal** offers: holding down costs by acquiring a large number of titles at reduced prices. However, they also told us that the problem with **Big Deal** packages is that they may include a lot of titles that an institution does not need or want." The **Shop for Journals Open Package** is a way for institutions to pick and choose which titles they want, obtain the correct pricing for their institution,

and to purchase them through one simple mechanism. Along with the customized price chart, there are options for a librarian to send a custom package of titles and prices to their regular subscription agent, to contact the publishers directly to purchase, or to send a subscription request through the **HighWire** system to serials agent, **Otto Harrassowitz KG**. The advantage of this third option is that most new subscriptions will be available online immediately after confirmation of the order. "In the future, our intent is for the participating publishers to introduce a discounting system for new subscriptions," says **Mr. Clarke**, the leader of the task force of 50 **HighWire**-affiliated publishers. "We think this will present librarians with

a better alternative to the **Big Deal**, one that provides them with similar savings, but does not lock them into titles they do not need." "We are excited to participate in this collaborative effort, as we recognize that shrinking library budgets are increasingly going to the 'easiest' buy, rather than the highest quality titles," says **Meg McGough**, Marketing Manager of the **Histochemical Society**. "With the wealth of research by the scholarly community that is hosted at **HighWire** today, we strongly support this group effort to simplify the purchasing process for each of our independent society journals." <http://intl.highwire.org>

Wow! That's it for now. Happy New Year!
Yr. Ed.