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Leaving the Books Behind

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stated that usage determines value. Usage of **Science Direct** has doubled each year and currently is at 400,000 downloads/year which averages 67/ uses/article and 44% from current year titles. However, **Karen** noted that libraries don't want use based pricing that doesn't have a cap and **Tom Sanville** added that publishers also need a firm revenue base.

Howard Ratner, CTO of **Nature**, looked at different ways to increase usage including indexing by **Google**, **TOC** alerts and reference linking, in addition to the more traditional abstracting and indexing services. Looking forward **Howard** believes the future lies in **RSS** (really simple syndication) which is currently being used by news aggregators to keep readers up-to-date on the latest Weblogs. Potential applications of **RSS** are numerous and exciting but it's not yet widely adopted.

Publisher Concerns

While discussing different approaches to **Open Access**, some publishers voiced their concerns that new models could work well. **John Ewing**, Executive Director of the **American Mathematical Society**, pointed out his reservations.

- Relying on grants to underwrite the cost of publishing could give the sciences an edge since social science and humanities typically lack the strong grant funding.
- Scholars in developing nations can't afford the equivalent of page charges and will be at a disadvantage.
- It is likely that more papers will be published if driven by author charges.

Michael Jensen, Director of Publishing Technologies at the **National Academy of Sciences (NAS)**, stated their goal to recover their costs while achieving the widest possible dissemination. **NAS** achieved early success years ago by putting a less than optimal version of the full text of their books on the Web in **HTML** which effectively increased their book sales. However, an experiment they conducted recently indicated that if potential buyers had access to a downloadable pdf version, book sales would fall by 44%.

Conclusion

The sole academic librarian attending this meeting, **Doug Jones**, is from the science and engineering team at the **University of Arizona**. He found the program dealt with congruent issues similar to those facing librarians. The leading question is how can we leverage access to the scholarly record in ways that serve the end user with constrained resources?

Publishers are experiencing many of the same stresses that affect librarians as their users expect (and are receiving) easy access to more content. More than a tool, technology becomes a driver, enabling new levels of service and requiring new business models. We must all adapt.

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Leaving the Books Behind

by **Mary E. (Tinker) Massey** (MLS Student, University of South Carolina, Columbia, SC) <MMassey@gwm.sc.edu>

From the late 70's to mid 90's, I was wedded to serials in a number of unusual ways. I began as a copy cataloger in a new serials unit where we were responsible for cataloging in all languages and for all subject areas. It was a challenge and a great excitement in my life. Our unit head erased many of the lines that divided librarians from copy catalogers in those days. She taught us well, then had us **CONSER** trained, authority trained, and exposed to any and all of the **OCLC** and **SOLINET** serials courses possible. I found myself helping to set up the subject formats for the **Florida Newspaper Project** and handling all of the microform cataloging for serials. Each day I had a passion to learn more about serials and do better cataloging. Suddenly, I was asked to handle all of the serials problems in a new maintenance unit, where I did serial reclassification, withdrawals for all system cohorts, and coordinated solutions for many of the online problems that involved faculty complaints of poor access. Those days were so busy, that I never dreamed of being able to go back to school. Now, after the loss of two husbands, retirement, and a small stroke, I am working in two different li-

braries and in school working on that elusive **MLS**. The new opportunity to discuss library trends and problems and explore new solutions has given impetus to my life.

In November 2003, our serials class was required to attend the **Charleston Conference**. Between **Heidi Hoermann**, our teacher, and **Katina Strauch**, who cordially invited us, we were merged into the full process of that conference. We not only attended the vendor's room, we helped at the registration desk and other directional activities, while arranging to go to separate sessions and report on the presentations. The doors were opened and we marched through like a half blind army, but we learned. We learned, of course, about serials, but we also learned about conferences and mentoring and the importance of making contacts in this profession. No lesson in a classroom could have been clearer to us. We took away the physical paraphernalia of the vendor's

room, the information dispersed by real professionals, the problems that face the profession, possible solutions and compromises, and the motivational spirit to get involved on any level of

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Issues in Vendor/Library Relations — PP

Column Editor: **Bob Nardini** (Senior Vice President & Head Bibliographer, YBP Library Services, 999 Maple Street, Contoocook, NH 03229; Phone: 800-258-3774 x. 3251; Fax: 603-746-5628) <nardini@ybp.com>

Some years ago while among the crowd flowing out of an auditorium after a conference presentation, I overheard someone say, "You know, if you bullet nonsense, it's still nonsense." This off-the-cuff clarification struck me as insightful and funny. I've always remembered it.

Today the remark would be a near-common-place, but this was early in the **PowerPoint** era. Most of us in that room probably hadn't as yet given a **PowerPoint** presentation and maybe hadn't witnessed more than five or six of them. We were still getting used to these presentations that were slicker than what we'd seen before. In those days it was possible to be dazzled by **PowerPoint**, even a little intimidated by people who used it. Who could have known what an instrument of mass tedium had been set loose?

We know now. In all storms of animosity against **Microsoft**, no lightning rod is higher in the sky than **PowerPoint**. If you doubt that, just call up **Google** and key in "hate powerpoint." In "Results 1-10 of about 61,600," you'll see these headers and links:

I hate PowerPoint

I hate **PowerPoint**. Category: Stupid Stuff I found this great parody ...

Why I Hate PowerPoint

Why I hate **PowerPoint**. It's blah and unimaginative.

Why I Hate PowerPoint

Why I Hate **PowerPoint 2**. You don't have to be a Picasso to use it.

gtexts — full-tilt rantzone

"IF YOU HATE **POWERPOINT** ..." you'll like this. ... Not that I actually hate **PowerPoint** — it has its place — but this was pretty darned funny. ...

Nicholas Allen Strategic Communication Partnership

So why do I hate **PowerPoint**? And I do mean hate. I ... Having said all that, I don't really hate **PowerPoint**. Even though I ...

If these entries are somewhat Hamletlike, the gist is still clear. There's no need to page onward to Results 11-20, let alone any further, to find a cogent **PowerPoint** appraisal. For that, simply track down **PowerPoint's** most eminent critic, **Edward R. Tufte** (www.edwardtufte.com).

Tufte is a **Yale** emeritus professor who in retirement has become something of a cult figure through several books about analytical design published by his own **Graphics Press**. *The Visual Display of Quantitative Information*, the first of these, gave **Tufte** a platform which he uses to demonstrate how complicated phenomena can be beautifully and clearly presented. While at it, he has also become an at-large cultural critic, at least within the domain of graphic display. And

he has left no room for doubt on this: **Tufte** hates **PowerPoint**.

On his Website **Tufte** offers for sale a 27-page booklet entitled *The Cognitive Style of PowerPoint*. In this essay, parts of which were published in *Wired* magazine, **Tufte** elaborates on what he considers the program's defects:

"... foreshortening of evidence and thought, low spatial resolution, a deeply hierarchical single-path structure as the model for organizing every type of content, breaking up narrative and data into slides and minimal fragments, rapid temporal sequencing of thin information rather than focused spatial analysis, conspicuous decoration and Phluff, a preoccupation with format not content, an attitude of commercialism that turns everything into a sales pitch."

Along the way **Tufte** shows how decisions informed by **PowerPoint** presentations contributed to the 2003 space shuttle Columbia disaster, skewers a "witless" series of **Harvard School of Public Health PowerPoint** slide templates, compares **PowerPoint** to a drug meriting worldwide product recall, lavishes attention on a **PowerPoint** parody based on the "Gettysburg Address" (w), displays an hilarious parody poster of his own (for sale on **Tufte's** Website), and in a brilliant mini-critique within his larger critique, refers to **PowerPoint** much of the time as "PP."

Search your serials database and you will find **Tufte** and other critics; but you will also find that **PowerPoint's** published friends far outnumber foes. After all, where do you turn when you have a presentation to give? "Conferencing for Big Business" is a representative magazine article; "Learning to Love PowerPoint" coaxes novices along; "Try Lightening the Mood with a Bright and Entertaining Template" is a set of intermediate pointers; and "A PowerPoint without Bullets is Possible, and Beautiful as Well" is, of course, for the advanced presenter. What the next two articles say about the state of the skin trade I am not sure, but dutiful database searchers will find that "Posters à la PowerPoint" was a feature in *Dermatology Times*, and that "The Savvy Physician's Motto: PowerPoint or Perish" ran not long ago in *Cosmetic Surgery Times*.

Cosmetic surgeons are not the only savvy ones, of course: Everyone uses **PowerPoint**. A 2001 "Annals of Business" feature in *The New Yorker* reported that the software resides on two hundred and fifty million computers; that the co-inventor of **PowerPoint** retired a wealthy man and today spends time collecting antique concertinas; that **Microsoft** estimates thirty million or more **PowerPoint** presentations are delivered daily; and that the chairman of the Joint Chiefs of Staff ordered US bases around the world to simplify their presentations because

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participation. It was like the **AIP** badge that comes into motion as you pin it on your shirt ... lit up and circling the world with direction and purpose!

I have experienced many conferences as a spectator, an exhibitor, a speaker and organizer. Nowhere in my experience, have I encountered such an energized association of people. The excitement carried me through the next year's courses until I could again attend the **Charleston Conference** to be rejuvenated. Much of our life is filled with the routine of our daily lives, but once a year in November, we travel to this magic city and renew our friendships, share new information and begin to formulate more research plans for the future's solutions to burning questions. Each year's new student group from **USC** comes with eyes ready to absorb all the sights and sounds of that year's offerings in knowledge and research. In 2003, the group took on the task of summarizing each day's events and left its mark on each pastel page of information. It was fun to help in that project and see people grabbing for those sheets. We can't be everywhere at the **Conference** and sum-

maries help everyone catch up on sessions regrettably missed.

We hope, as students, to be contributing to the **Conference** in any way possible, as the rewards we reap are bountiful. Please do not fail to meet us and share with us your deepest professional concerns and your wide knowledge. At this point in our careers, we are mostly sponges absorbing as much as possible, but one day you will see us at the podium, next to a poster, or just chatting in the hallway. We will be contributing members coming to share our new knowledge, pointing the way to new ideas and compromises. For now, it is left to me to thank all of you for making us feel at home in the beginning of our new careers. The **School of Library and Information Science** at the **University of South Carolina** has been discussing the possibility of sharing the students' views of the profession, their questions and their newly acquired "learning" through a regular column in *ATG*. We would welcome your views on this subject given to this author through emails, so that our planning could be completed. If there are any topics of interest, please include them in your correspondence. We hope to keep you informed of the new methods of education in our schools today and the many issues we find of interest in the profession. Thanks for your help in this project.