December 2004

If Rumors Were Horses

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Reconstructing Collection Development

by Michael A. Keller (University Librarian, Director of Academic Information Resources, Publisher of HighWire Press, Publisher of Stanford University Press, Stanford University, 101 Green Library, Stanford, CA 94305-6004; Phone: +1-650-723-5553; Fax: +1-650-723-4902) <Michael.Keller@Stanford.edu>
http://highwire.stanford.edu/~mkeller/

We should start by thanking the Charleston Conference for gathering us together for reasoned and civil discourse in an atmosphere of Charleston’s charm and Southern hospitality which has borne fruit for 24 years.

Nina Totenberg the other day on NPR described a Democratic firing squad as a circle of politicians shooting at one another. That was not the case in the presidential election campaign just concluded, but traditionally has been so. The reason for mentioning that story is that it is an apt description of what has befallen collection development at the hands of its practitioners, librarians.

We have adopted the mantra “access instead of ownership,” thus devaluing the careful efforts to reflect and respond to our readers’ individual needs.

We have run like lemmings to the sea to the

If Rumors Were Horses

The library, publishing, and vending business seems to be going fast and furious.

This is from the Temple Times 12/8/2004 and Editor Betsy Winter. — Temple University President David Adamany has announced the appointment of Larry P. Alford to the newly-created position of vice provost for libraries and university librarians. Alford joins Temple from the University of North Carolina at Chapel Hill, where he is deputy university librarian. As vice provost for libraries, Alford will oversee all of Temple’s 17 libraries in a federated system that includes the Paley Main Library, the Law Library and the Health Sciences Libraries. Alford will assume his new position at Temple on Feb. 15, 2005. Reporting directly to the Provost, Alford is charged with leading a program of expansion, centralization, and development of the Libraries’ facilities and holdings. His major responsibilities include strengthening the Libraries’ education efforts for students and faculty, and improving access to the Libraries’ electronic resources. Temple’s creation of the new vice provost position signifies the increased importance of the Libraries in supporting the scholarship, research, and teaching demands of a faculty infused with more than 50 new tenured or tenure-track hires over the past year and as many as 110 more over the next 12 months, consistently improving academic standards and student qualifications, and the recent shift to a more residential Main Campus. “The notion that the library is or should be at the heart of the university has become a cliche in recent years, but I still believe it strongly,” Alford said. “A great university library in today’s environment must be user-centered, which means making it easy to find a book in a three-mil-
Greetings and Happy Holidays! Your editor is locked in the throes of a monumental library move. The College of Charleston Library is moving a block away but, my goodness, that’s significant when you’re moving thousands of books. Hallett Movers have been fantastic.

Meanwhile, back at the ATG house, we have been putting together the Dec/Jan issue. C. R. F. Furman University has been a life-saver. In this issue, which is on the new “new” collection development, we have the Charleston Conference keynote paper from Mike Kelleher, “Deconstructing collection development.” Other papers are from Milton T. Wolf, Jennifer Kneivel, Heather Wicht and Lynn Silipi, Ann Conaway, Lynn Johnson, Corcoran and Charles Marlor, Ezra Schwartz, and Heath Miller. And there are many first-hand reports from people who attended the conference. (And the proceedings will be published in Greenwood Press/Library Unlimited in 2005, watch for them.) And, in this issue, we also have an interview with Amy Knap, Harriet Bell, Warren Holder, and Spencer de Groot about Scopus. And there are also some great columns dealing with institutional digital repositories (Ann Lally), human resource management (John Fenner & Audrey Fenner), eliminating low-value tasks (Rich Fischer and Rick Lugg), and ISBN-13 (Eric Thomsen). That’s just the tip of the iceberg. Or should I say, the “moving cart.”

Speaking of moving, there are shelves to be adjusted, boxes and crates to be dusted, and chairs to be relocated. Everywhere there’s something to do!

Happy New Year and see you in Boston! Yr. Ed.

Letters to the Editor

Send letters to <astrach@comcast.net>, phone or fax 843-723-3535, or small 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 Editor:

Good morning!

I have just read the September 2004 edition of ATG (the Reference Publishing issue) [v.16#4] and have found it so enlightening that I’d like to buy a couple of copies to share with some of my remote colleagues. Is that possible?

Thanks much, Nat Bruning, Publisher Relations Manager YBP Library Services, Contoocook, NH 03229 <nbbruning@ybp.com>

Editor’s Note: Sure! Back issues of ATG are available at $10 per issue. Send orders to <astrach@comcast.net>.

AGAINST THE GRAIN DEADLINES VOLUME 17 2005-2006

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FOR MORE INFORMATION CONTACT

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

Rumors from page 1

ion-volume collection like Temple’s, educating every student to be a wise and savvy user of information regardless of where he or she finds it—building paper-based and electronic collections that are deep and broad, and providing comfortable, safe spaces with widespread Internet access where students can study, meet and learn, even at 3 a.m. “It also means using technology to bring the library and its services beyond the walls of the library building and beyond the boundaries of the campus to make them truly available anytime, anywhere,” Alford added.

Robert N. Snyder, Chairman of Cambridge Information Group, Inc., has announced the promotion of James P. McGinty to Vice-Chairman and the promotion of Andrew M. Snyder to President. James McGinty will be responsible for strategic planning, executive development, and exploring opportunities in overseas markets. He will continue to direct the RefWorks joint venture. Jim has been President of the Cambridge Information Group for four years, after spending eight years as president of its CSA division. He is a veteran of more than two decades with the Dun and Bradstreet Corporation, serving during his last assignment as Managing Director of D&B North Pacific.

Andrew Snyder, currently Executive Vice President of the Cambridge Information Group, will succeed McGinty as President. He will be responsible for the activities of all Cambridge Information Group operating units. Snyder joined the Cambridge Information Group in 2003. Before that, he was Vice President in the Principal Investment Area of Goldman Sachs where he focused on investments in media, information and technology businesses, and in film and television, leading Goldman Sachs’ venture capital operations. Prior to that assignment, he spent a year as the Assistant to the Chairman of Goldman Sachs. Snyder was a J.D. graduate from Georgetown University and holds an M.B.A. degree from Harvard Business School.

Andrew Snyder is a partner in RefWorks, the Web-based bibliographic management service.

The Institute of Museum and Library Services, in conjunction with the Corporation for Public Broadcasting has released guidelines for the Partnership for a Nation of Learners (PNL) Community Collaboration Grants, which are designed to support new and evolving lifelong learning collaborations between museums, libraries, and public broadcasters. Eligible projects include collaborations between a public broadcasting licensee (radio or television) and a museum or library, or among all three types of organizations. Projects that involve any of these three types of organizations will generally be considered more competitive for funding. Grant amounts will range from $25,000 to $250,000.

For complete grant application information, visit http://www.partnershipforlearners.org/

This is from Chemical and Engineering News, December 10, 2004 — “ACS Takes Legal Action Against Google — Google search service is said to infringe Scifinder Scholar trademark” by Aakil Mehta <aakil@acs.org>. A complaint was filed on December 9 in U.S. District Court for the District of Columbia contending that, “Google’s use of the trademark ‘Scholar’ for its Google Scholar literature search engine constitutes trademark infringement and unfair competition.”

And, speaking of Google Scholar. This is creating quite a stir in academic circles.

And another Google innovation has been overshadowed by Google Scholar. It’s Google Print. In case you missed this NYT article… requires free reg...

<http://www.against-the-grain.com>
Rumors from page 6


"Allowing consumers to search the content of books online could shift the balance of power between companies that produce books and those that sell them."


"Google is Adding Major Libraries to Its Database" by John Markoff and Edward Wyatt. According the article, Google plans to begin converting library holdings at some major universities into searchable digital files. Mentioned are Harvard, the University of Michigan, Stanford, and the New York Public Library.

The agreement will only enable fulltext of books which are out of copyright to be shared completely with excerpts only from books still in copyright. The agreement with the libraries is non-exclusive meaning, no doubt, Google's competitors will rush to make similar agreements. Within two decades, most of the world's knowledge will be digitized and available, one hopes for free reading on the Internet, just as there is free reading in libraries today," says Michael Mandel, a faculty member at New York Law School.

http://www.nytimes.com/2004/12/14/technology/14google.html?ei=5000&en=91c66522f2ca6f06

And, hey, did it all mean J.J. Needham from Google at the Conference? He says he will be back next year.

YBP Library Services, a Baker & Taylor Company, has acquired Delta International Book Wholesalers, Ltd., of Addyston, England, an exporter of British books to retail, school, ETL and academic markets worldwide. Terms of the acquisition were not disclosed. "In the past six years, we have enjoyed substantial growth in U.K. export sales via our wholly-owned subsidiary, Lindsay and Hawes of London. The acquisition of Delta's U.S. operations will enhance our presence in the English language markets around the world. Croft House Books supplies academic libraries in Europe, Africa and the Middle East. www.deltabooks.co.uk www.kelti.co.uk www.crofthouse.co.uk

Did you see her in Charleston at the Conference? The effervescent Sandy Gursman <sandy2000@wolper.com> is back in the agency world as Director, Publisher Services at Wolper Subscription Services. Obviously, Sandy's two years at Marcel Decker gave her a deeper understanding of the publishing processes from the inside, which is really helpful in this new role.

George MacGregor (Center for Digital Library Research, CDLR) <george.macgregor@strath.ac.uk> sends word that The Glasgow Digital Library (GDL) has just produced a series of freely available e-books related to Scotland. These books have been digitized and converted to Web format at the Centre for Digital Library Research from a variety of special collections. Research is continuing into eBook development and indexing, and is partly funded by the University of Strathclyde Research and Development Fund. GDL eBooks are available at: http://gdl.cdlr.strath.ac.uk/gdelbooks.htm

g.e Grade Plus represents Wiley's investment in the future of educational publishing and is developed and maintained by Wiley's own software development professionals. It is a flexible online learning environment that combines a content-rich work with innovative homework and assessment tools that accommodate many different learning styles. Wiley's "inside out" development process for g.e Grade Plus began with the diverse learning and spending needs of students and the needs of instructors as a result, students using g.e Grade Plus have numerous ways to navigate through their text and course content. For example, a student having difficulty with a homework problem can click on a link and go to a relevant section in the online text. In most cases, the instructor's notes, a PowerPoint, a short video, or even an interactive simulation that reviews the concept visually. Others do who work in the traditional linear fashion can read their assignment in the complete online textbook, interactive homework and assessment tools, and a suite of resources that allow professors to create custom assignments, correct homework, grade tests, and track student progress. g.e Grade Plus is now available for over 40 Wiley titles in courses across the Business, Science, Social Science, Engineering, Computer Science, and Modern Language curricula. http://www.wiley.com/college/eblinkage

At the International Information Industry Awards dinner on Monday, May 4th at the Royal Lancaster Hotel, London, the ALPSP Learned Journals Collection (ALJC) in partnership with Swets, was awarded the 2004 International Information Industry Award for "Best STM Information Product." The ALJC is an online collection of 433 journals from 73 diverse publishers, enabling small and medium-sized publishers to sell effectively to consortia and other libraries by packaging their journals in a single collection with a single umbrella license, pricing model and delivery platform. The International Information Industry Awards, hosted by VNU Exhibitions and Information World Review, allow the global information industry — through a judging panel of leading industry figures — to recognize the achievements of teams, projects, and individual S&M activities. A list of the prestigious award are ACS Journal Collection (American Chemical Society), Faculty of 1000 Biology (BioMed Central), Inspect Archive (Institute of Electrical Engineers), Medicines Complete (Royal Pharmaceutical Society of Great Britain), and Springer Open Choice. ALJC was devised by the Association of Learned and Professional Society Publishers as a solution to the problems faced by small not-for-profit publishers and commercial publishers of high-quality journals, who increasingly find themselves squeezed out of library budgets by 'Big Deals' from the larger players. ALPSP selected Swets as its partner to coordinate the complex licensing and legal structure and to serve as a worldwide sales, marketing and access channel. The ALJC offers libraries the benefit of a single negotiation and users the possibility of accessing over 400 high quality full-text e-journals directly via SwetsWise Online Content. ALJC titles are available both in the Full COllections from 51 e-subscriptions covering Medicine & Life Science, Science & Technology, and the Arts, Humanities & Social Sciences. The charmingly astute and highly capable Sally Morris is Chief Executive of ALPSP. Did you meet her in Charleston?

And speaking of ALPSP, they have just published a report on: The Impact of Aggregated Databases on Primary Journalary: Digital Library Market and a Review of Publisher Practice by how-does-one-keep-up-with-him John Cox (John Cox Associates Ltd). Before the advent of the Internet, licensing content to third parties for republication in nonprint formats was seen as an innocuous generator of some modest additional revenue. The explosion in electronic content delivery has become the norm, this has changed, and the distinction between publishers' own online packages and the packages provided by aggregators has become blurred. This ALPSP Report is an overview of the impact of aggregated databases on primary journals in the digital library market, based on published literature and on an accumulation of evidence from both publishers and libraries throughout the world, including interview-based research conducted during 2003 and 2004. It reviews how aggregated databases and publishers' own online journal literature used within university teaching and research. It discusses the impact of aggregated databases on publishers' subscription and journal licence revenue. It reviews the issues that concern publishers in managing a content licensing policy of which aggregators are a component. It contains profiles of each of the principal aggregators licensing fulltext journal content or serving the academic library market, including input specifically requested from the aggregators that have been profiled. ALPSP members can access the report electronically through the members’ area of the Website and non-members can find in order form at: http://www.alpwp.org/publications/pub.htm.

A little bird told me that the awesome Liz Lorbeer <liz@lizlorbeer.com> (Rush University Medical Center) was on the move and may be changing her name soon. Best wishes, Liz! And a friend of the bird above, told me the same news about the wonderful Heather Joseph (ARL) <heather@arl.org>. Best wishes all around!

And more good news. John Riley <jdliley@consmog.com>, the magnificient, has just married his son so he's been a little distracted. Meanwhile, he has a few shortcomings from those, see this issue, p.92.

Speaking of short stories, fiction, and the like, we thought it might be fun to start publishing some fiction (and non-fiction) once in a while about publishing, vending, and libraries. Look at John's first contrivance, this issue, p.92 and let us know what you think of this idea.

The International Information Industry Awards, hosted by VNU Exhibitions and Information World Review, allow the global information industry — through a judging panel of leading industry figures — to recognize the achievements of teams, projects, and individual S&M activities. A list of the prestigious award are ACS Journal Collection (American Chemical Society), Faculty of 1000 Biology (BioMed Central), Inspect Archive (Institute of Electrical Engineers), Medicines Complete (Royal Pharmaceutical Society of Great Britain), and Springer Open Choice. ALJC was devised by the Association of Learned and Professional Society Publishers as a solution to the problems faced by small not-for-profit publishers and commercial publishers of high-quality journals, who increasingly find themselves squeezed out of library budgets by 'Big Deals' from the larger players. ALPSP selected Swets as its partner to coordinate the complex licensing and legal structure and to serve as a worldwide sales, marketing and access channel. The ALJC offers libraries the benefit of a single negotiation and users the possibility of accessing over 400 high quality full-text e-journals directly via SwetsWise Online Content. ALJC titles are available both in the Full COllections from 51 e-subscriptions covering Medicine & Life Science, Science & Technology, and the Arts, Humanities & Social Sciences. The charmingly astute and highly capable Sally Morris is Chief Executive of ALPSP. Did you meet her in Charleston?

And speaking of publisher's, here is the lineup we have so far for AGT guest editors, Feb 2005 —

- eBooks Cris Ferguson <cris.ferguson@furman.edu> and Betty Kelley <betty.kelly@furman.edu> (Furman University) ISBN-13 Ann Arbor —

http://www.unc.edu/~tgibson/cofe/ —

- Topic forthcoming — Stefanie DuBoise <duboisestr@mail.ccu.edu> —

http://www.unc.edu/~tgibson/cofe/ —

- Topic forthcoming — Jill Carraway <jjcarraway@columbia.edu> —

http://www.unc.edu/~tgibson/cofe/ —

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- Topic forthcoming — Jill Carraway <jjcarra..
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Rumors
from page 8

the journal’s founding in 1997. From the beginning, OSA designed Optics Express (www.OpticsExpress.org) to be an “author-centric” journal. Its online peer-review process and rapid turnaround from submission to publication — averaging 47 days — were important steps. Free publication of color figures and acceptance of all kinds of multimedia also helped boost the journal’s standing among authors. Its early commitment to electronic-only publication kept operating costs down. www.osa.org  www.arl.org/sparc

Dennis Dillon (associate director for research services at the library of the University of Texas at Austin) recently had an Op Ed essay in the Chronicle of Higher Education. This news from the incredible Ann Okerson—an.okerson@yale.edu—and Lliblencse. The article is entitled “College Librarians: the Long Goodbye.” Full text of this opinion piece, arguing that libraries/books will be with us for a long time, is available to subscribers at: www.chronicle.com.

TNT premiered its original movie “The Librarian” Sunday, December 5, at 8 p.m. (ET/PT). Did you see it? I didn’t, unfortunately. Boo hiss on me! But would love to hear reactions to it!!! How about it? Did you see it? Share: http://www.int.tn/TitlesDisplay/0,5918,543783,00.html.

Speaking of which, you really missed a gem if you didn’t see Jan LaBeau’s “CLABEAUS, J@Mercer.edu” presentations at the 2004 Charleston Conference. This was about Librarians and how they have been portrayed in films over the decades. Delightful, Enlightening, Fantastic!

And speaking of media, MediaFinder has a new site license program for libraries. MediaFinder provides access to 72,000 print and online titles including: 15,300 magazines; 11,000 catalogs; 13,000 newspapers; 11,500 journals; 9,400 newspapers; and 3,500 directories and yearbooks. Users can access individual titles by keyword or category, from 263 subject categories, and display contact information and publication details. Subscribers can also select titles by publication type, circulation, ad rates, target audience, frequency, etc., and download the search results to create their own customized lists. The data includes staff names, URLs, and email addresses as well as printing and list management capabilities. Available from Oxbiride Communications www.medialfinder.com.

So incredible. The hard-working, efficient, and barn-zowie editor, Thelma Diercks <thelma@hawaii.edu> (Lists of Hawaii Manoa) had just finished guest editing the wonderful November (Charleston Conference) issue of ATG — did you notice all the good vibes at the Conference this year about BOOKS and BOOKSELLERS!!! — on books and budgets. When that would happen but good news. Baby Benjamin Finbar Belt was born Nov. 5, 2004, nearly two weeks late. Parents, baby, and grumpy Thelma are doing fine. BF’s is beautiful. BF’s late arrival meant that grumpy couldn’t get to Charleston, and she loved every minute she had with BF. I don’t blame her. I hope to have one of those some day.

Meanwhile, while Thelma was tending to BF, the University of Hawaii Manoa, Hamilton Library experienced a terrible flood. Thelma had been through one other flood — Hollins College Library in Nov. 1985 when they lost 40,000 books, equipment, and other materials. It took two years for that recovery. The UH flood was apparently far worse. The Collection Services Division departments housed on the ground floor were destroyed. Thelma’s office was one of the first places the water entered, so her office is completely gone. (and some of us are whining about cubicles). There were at least 40 displaced staff without computers, desks, chairs, etc. with makeshift workspace. Thelma says she has two major regrets. She had begun work on four books of primary source materials related to a festival of music, the arts, and film which took place in Honolulu in 1957-1973. This was to have been Thelma’s five-year project for retirement. The second regret was the loss of two trays of cassette tapes covering more than 20 years of two piano performances Thelma gave with a wonderful partner. They played at colleges and universities in Virginia. Sadly, Thelma had brought them to her office to review them before converting them to CDs. Still, life goes on. The Library is moving forward and so is Thelma. Aloha and goodspeed, Thelma. And don’t forget about us when you’re visiting BFB! http://libweb.hawaii.edu/udlib/.

Did you see the article in the Financial Times (November 19, 2004)? "Blackwell’s Shops Face Threat by Peter John. Blackwell’s is considering selling “some or all of its 61 shops.” Philip Blackwell, Chairman and CEO of Blackwell’s and great grandson of the founder, has apparently commissioned an accountant and management consultant to conduct a strategic review. Happily, it appears that the famous Broad Street Shop will not be in the package. Says the Financial Times: “The Oxford shop is held in a complex trust that also involves Trinity College and the Bodleian Library and the 176 family shareholders might not agree to such an emotive disposal. “It has a high strategic value to the business and there is a level of emotional value too,” said Mr Blackwell.” Watch for our interview with Philip Blackwell in a future issue, we hope.

More of relevance to the discussion of books and budgets and Blackwell’s. University of Guelph Library has selected Blackwell’s Book Services as the primary provider of monographic materials for the McLaurin Library, the OVC Learning Commons and the Guelph-Halton Learning Commons. Located in Guelph, Ontario, The University of Guelph is renowned in Canada and around the world as a research-intensive and learner-centered institution and for its commitment to open learning, internationalism and collaboration. As part of its strategic planning process begun in 2003, the University of Guelph Library included in its goals a plan to enrich its scholarly and research collections by continuing its aggressive expansion of resources, and by strengthening monographic and special collections that support humanities. The Guelph is involved in an innovative partnership with the University of Waterloo and Wilfrid Laurier University — the Tri-University Group of Libraries — which provides access to a total of more than seven million volumes including Guelph’s own collection of 3.3 million. Through the use of Collection Manager from Blackwell’s, library staff will now have access to the tools, publishers, and data needed to make informed and timely decisions on acquisitions and collection development, both for its own facilities and as part of its broader collaborative collection initiatives. www.blackwell.com.

ProQuest Information and Learning and Information Today, Inc. have announced an agreement to offer original articles and reports from nine Information Today titles directly to individuals via the Information Today Website. IIT InfoCentral, the new digital archive, offers content from September 1987 to the present on a pay-per-view basis with ProQuest Archiver™, which provides an e-commerce platform for publishers on the Web to highlight a publication’s past, present, and future issues.

www.proarchiver.com The titles in the collection include: Information Today, ONLINE, Searcher, Computers in Libraries, EContent, EMedia/EventDK, Multimedia & Internet @ Schools, CRN, and KMWorld. The collection also includes past issues of Link-Up (now incorporated into Information Today). More than 25,000 full-text news reports, articles, interviews, and critical reviews about the companies, products and people who comprise the digital content and electronic information services industry are included. http://www.il.proquest.com

A few weeks ago, the Past and Present (Charleston’s daily newspaper), ran a front page story of a library in Goose Creek that had no books. The front page picture was of empty bookshelves. The upshot was to say that there wasn’t enough money to continued on page 14
spent on electronic materials, increasing from 3.6% in 1992-93 to 25% in 2002-03.

Why have we done this? There’s more going on than the simple sciences versus
the humanities and there’s more at stake.

Bob Nardini believes the situation has been deteriorating for so long that “it’s hard to sustain a sense of alarm: serials are pushing through the ceiling; monographs are crawling across the carpet, like annoying rug rats the grownups have learned to step over and ignore.” He goes on to say,

No one today sets out in an academic lib-
ary, as ambitious librarians used to, to make his/her career by being a good
“bookman,” once a term of praise, but now a word that seems not only sexist but also
antique. Those librarians who do remain
centered on books often seem marginalized, in fact, even peculiar. Why aren’t they
online? What about information literacy?
What about the digital collection? So much
too else to do. Don’t they know that hardly
anyone uses books today? New books are
far less featured than they used to be in li-
braries, and far less visible. Library Web
sites are the same everywhere. New build-
ings are more likely to showcase the
Learning Lab than the book stacks. In BI
sessions, it’s all about Serials.

But, as Bob points out, “Books still remain the focal point of some professional meetings in many academic fields. Books are still the way to get tenure in the humanities books still line the walls of many faculty offices.” In short, books are still the “gold standard” in many fields of endeavor, espe-
cially in the Humanities (and some Social Sciences).

Stephen Rhind-Tutt feels that “many serial
electronic publications are intended to give quick, capsule, short attention span answers rather than facilitating in-depth study.” In making research
comfortable for the user, we may have thrown
the baby out with the bath water. Like “pumping
iron” in the gym requires perspiration to tone
muscles, perhaps the brain requires more exten-
sive exercise than counting citations retrieved by Web
servers (my bibliography is bigger than yours!).

Lest you think that Stephen is antilibrarian,
pay close attention to the following argument and
you will see that he hasn’t thrown out the “serial
baby,” but is actually a proponent of the “evolved
monograph” in order to “balance” present scholar-
ship. He defines four problems that need to be
overcome before the monograph can re-establish
its rightful place in the cognitive hierarchy.

First, we must recognize the inherent value of
monographs in a journal-obsessed elec-
tronic environment. Search engines, inter-
faces, usage statistics, and business models
are heavily oriented to dispense the typical 10-20 pages that constitute an
article. Journal databases offer speed of pub-
llication, speed of creation and can be con-
sumed quickly, but their brevity and
atomicity mitigate against broader under-
standing of particular topics.

For example: key “Winston Churchill”
into a major journal database and you’ll get
thousands of articles. The vast majority of
these topics are largely superficial over-
vies or in-depth studies of minutiae.
There is no coherence, little context, no at-
tempt to resolve inconsistencies and dis-

Contrast this with John Lukacs’
monograph FIVE DAYS IN LONDON, MAY
1940 which examines five days in Churchill’s
life in depth and you’ll see the difference.

Secondly, we must recognize a broader con-
text for the monograph. That context
needs to include large, interactive schol-
arly Websites such as Women and Social
Movements in the United States which
where you can discover monographs, like
those created and edited by leading histo-
rians such Kathryn Sklar and Tom
Dublin. These monographs include a
wide range of multi-media materials and
associated writing developed specifically to
answer monographic questions. Over 150 his-
torians have created some 70 monographs
using this model, and more are on the way.

Thirdly, scholarly communication must
incorporate these advanced monographs
into the canon. Those individuals who de-
cide tenure and who are seen as leaders in
their discipline must grant full recognition
to native Web publications. Like the Moses,
even if they can’t go there, they should point to
the future and validate it with their perspicacity.

And fourthly, and most important, we must
incorporate a model that makes it profitable
to sell one-time content in units costing
less than $50. Why is this so key? Because
elsewise it will not be economically viable
for scholars to publish in that format. We’ll
be faced with the status quo — namely lots of
“good” Websites that gradually obsolete.

The attributes of the ‘new monograph’ are
several. Like its print predecessor, it "cov-
ers exhaustively a small area of a field of
learning.” Like its print predecessor it is
the product of many months and even years
of research. But here the similarities stop.
Unlike the old monograph it can be read
quickly or slowly, as the reader chooses.
Unlike the old monograph, it is tightly in-
tegrated with existing scholarship. It can
be read atomically, but it can also be read
sequentially in a number of different ways.
And it’s here already — only we’re not giv-
ing it the attention it deserves.

Myrna McCallister, obviously trained in the
classics of literature, recognizes that “books are
alive and well and playing an important role in
our society BUT that their focus and types of uses
have modified and will continue to do so.” She
is not troubled by the paradigm shift, but recognizes
that “change in usage is one that is natural and not
to be decried, that it is just a part of the evolution that
all forms of information have undergone since the
beginning of any part of our information societies”

She reminds us that “we’ve been collecting

various data formats since the days of clay tablets,
and we’ve been doing it pretty well. That’s another
way of saying that libraries are in it for the
long haul and we can’t afford to be entirely depen-
dent on monographs anymore than we could on
handwritten codices or opaque parchments.” She
argues that libraries did not create the present schol-
arly model, largely driven by the commodification
of STM (and Legal) publications, but that “scholarly
communication, like communication and society in
general, is becoming more and more market driven
or capitalistic in nature.”

That doesn’t seem all bad to Mary Sau-
ner-Games who feels that the present situation has
made it possible for a significant increase in the
number of monographs, particularly historic ones,
available to research scholars, as well as under-
graduates. Prior to these electronic databases of
extensive holdings of rare and difficult to locate
monographs, she says that, “undergraduates should
not have had the opportunity to use these works in
their study. They could not have had access to
these rare books which were held in only a few
libraries worldwide and they certainly would not have
been ‘naturally’ inclined to use the micro-
film.” By providing undergraduates with the op-
portunity to conduct graduate-level research, she
argues that the humanities are expanded beyond
previous boundaries, as well as the teaching in
these areas of coverage.

Electronic access to historic monographs
is thriving and offers access to more schol-
ars than ever before. Availability of those
monographs in electronic format makes the
content easier to search and finding new
relationships between and within works is
what makes new and innovative scholar-
ship and teaching in the humanities and
social sciences possible.

We need to find some way to incorporate
usage of this content into our equations.
These new digital expenditures provide
some factor for the increase in use of this
material that we never would have achieved
with the print format. With different mea-
surement tools in place (rather than the
print-oriented ones favored by ARL), we
might find that despite having fewer funds
to spend on monograph materials in the hu-
manities, we have still managed to increase
the amount and level of scholarship.
Maybe we will find that the glass is half
full and not half empty.

One of the realizations of this Charleston
Conversation (because of the input of the attend-
ees, which is a staple of this annual contabula-
tion) is that at this particular juncture of scholarly
communication, where many scientific electronic
articles are rich, money-makers for publishers, the
monograph, especially the “print monograph,” is
continued on page 24

Rumors
from page 14

Listen up! This comes from NEAIS news which provides a link to UCLA News (December 14, 2004) “Physicists Apply Physics to Best-Selling Books.” Didier Sornette, a UCLA physicist and complex systems theorist, reports in Physical Review Letters November 26, on an analysis of 138
best-selling books. One of these books is "A Walk in the Woods" by Bill Clinton and "Adventures of a Biologist in the Big City" by Richard Dawkins. Sornette says, “complex system can be understood, and the book mark-
et is a complex system,” says Sornette. Sornette’s Website is: http://www.ess.ucla.edu/faculty/
sornette. I think we need to have a paper on this at the next Charleston Conference, don’t you?

http://newsisnas connectingedge.page.asp?RefNum=5686

It was great to catch a glimpse of the bubbling
with energy Sandy Brown <SLBKIT@ucla.com> (the Book House) at the Charleston Conference this year.
Sandy’s small press is down for the count: the dis-
tributor went belly up, costs of help were too costly
so the press is bygones. But she is still hard at work
at the Book House fulfilling our orders.

Well, looks like we’re out of space, so that’s all
for now. Happy reading and see you in Boston.

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