December 2004

If Rumors Were Horses

Katina Strauch

Against the Grain, kstrauch@comcast.net

Follow this and additional works at: <https://docs.lib.purdue.edu/atg>

Part of the [Library and Information Science Commons](#)

Recommended Citation

Strauch, Katina (2004) "If Rumors Were Horses," *Against the Grain*: Vol. 16: Iss. 6, Article 1.

DOI: <https://doi.org/10.7771/2380-176X.4428>

This document has been made available through Purdue e-Pubs, a service of the Purdue University Libraries. Please contact epubs@purdue.edu for additional information.

ISSN: 1043-2094

ALA MIDWINTER ISSUE

VOLUME 16, NUMBER 6

DECEMBER 2004 - JANUARY 2005

Against the Grain

"Linking Publishers, Vendors and Librarians"

Against the Grain

c/o Katina Strauch
209 Richardson Avenue
MSC 98, The Citadel
Charleston, SC 29409

TM

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: +1-650-725-4902) <Michael.Keller@Stanford.edu>
<http://highwire.stanford.edu/~mkeller/>

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

We should start by thanking the **Charleston Conference** for gathering us together for reasoned and civil discourse in an

"big deal leases on journals," thus, spending money on a great many journals our readers' did not need and have not used, money that had previously been invested in actually acquiring books and other information objects we actually owned.

We have engaged compulsively in collaborative collection development, emphasizing the collaboration, not the collecting, building elaborate and expensive mechanisms for collaborating, but not increasing the extent and depth of our collections.

We have passively observed the development of such apparently omnivorous Internet harvesting agencies as **Google** and the **Internet Archive**, each in its own way asserting in hidden ways the death of librarianship.

Lately, however, I have seen some signs that collection development may have a chance of some resurgence. Here are some of those indicators.

Jeffrey Gatten and **Tom Sanville** in last month's *D-Lib Magazine* in their article "An orderly retreat from the big deal; is it possible for

consortia" show that about 30% of the titles from any "big deal" publisher account for about 80% of the articles downloaded. **Sanville** and **Gatten** write: "Those titles deemed to be of low value might then be discontinued to save the associated costs."

Peter Suber in this month's *SPARC Open Access Newsletter* reports that the **Citicorp** analysis of **Reed Elsevier** and the STM journal industry asserts that library budgets are maxed out and more cancellations are likely on the one hand and that open access experimentation is here to stay.

Numerous small digitization projects and Internet site capture projects are underway. New portals devoted to well-defined topics with a variety of digital objects for use by scholars and stu-

continued on page 16

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 librarian. 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 cliché 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-

continued on page 6

What To Look For In This Issue:

<i>What's Cooking on the Web</i>	12
<i>Putting Email In Its Place</i>	40
<i>A Passion for Public Television</i>	57
<i>Institutional Repositories</i>	58
<i>Reports from the 2004 Charleston Conference</i>	66
<i>Oh! The Tangled Web</i>	80
<i>Acquisitions in an ISBN-13 World — Was Y2K Just a Dry Run?</i>	84
<i>Conquering Compliancy</i>	91
<i>Words... They're Just Words</i>	92

Profiles Encouraged

John Fenner..... 64

Interviews

Focus on Scopus with Amy Knapp, Harriet Bell, Warren Holder and Spencer de Groot..... 42

1043-2094(200412/200501)16:6:1-#

From Your (on-the-move) Editor:

Greetings and Happy Holidays! Your editor is locked in the throes of a monumental library move. The **College of Charleston Library** is only 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. **Cris Ferguson** of **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 Keller**, "Deconstructing collection development." Other papers are from **Milton T. Wolf**, **Jennifer Knieval**, **Heather Wicht** and **Lynn Silipigni Connaway**, **Lynn Johnson Corcoran** and **Charles Marlor**, **Ezra Schwartz**, and **Heather Miller**. And there are many first-hand reports from people who attended the conference. (And the proceedings will be published by Greenwood Press/Libraries Unlimited in 2005, watch for them.) And, in this issue, we also have an interview with **Amy Knapp**, **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 resources management (**John Fenner & Audrey Fenner**), eliminating low-value tasks (**Ruth Fischer** and **Rick Lugg**), and ISBN-13 (**Eric Throndsen**). That's just the tip of the iceberg. Or should I say, the "moving cart." Speaking of moving, there are shelves to be adjusted, nooks and crannies 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 <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 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
<nbruning@ybp.com>

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

AGAINST THE GRAIN DEADLINES VOLUME 17 — 2005-2006

2005 Events	Issue	Ad Reservation	Camera-Ready
Annual Report, PLA	February 2005	01/05/05	01/19/05
ARLIS	April 2005	02/23/05	03/09/05
ALA Annual	June 2005	04/27/05	05/11/05
Reference Publishing	September 2005	07/27/05	08/10/05
Charleston Conference	November 2005	09/21/05	10/05/05
ALA Midwinter	Dec. 05/Jan. 06	11/23/05	12/07/05

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 1

lion-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, anyplace," Alford added.
http://www.temple.edu/temple_times/nmr/bw0411_092.html

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 overall strategic planning, executive development, and exploring opportunities in overseas markets. He will also 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**. Jim is a long-time member of the **Software and Information Industry Association**, and served on its board of directors (when it was the **Information Industry Association**) from 1984 to 1988; he has also served on the board of **NFAIS**, the **National Federation of Abstracting and Information Services**. Jim is currently serving on the management board of **Sotheby's Institute of Art — London**.

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 business services industries, leading Goldman Sachs' investments in nearly a dozen companies. Prior to that assignment, he spent a year as the Assistant to the Chairman of **Goldman Sachs**. Snyder was awarded a J.D. degree from **Georgetown University**, graduating Magna Cum Laude; he also holds B.S.E. degree (Cum Laude) from the **Wharton School**, University of Pennsylvania. The **Cambridge Information Group** is a privately owned group of companies in information services, bibliographic publishing and education. Founded in 1971, **CIG** is headquartered in Bethesda, Maryland, and has over 500 employees throughout the U.S., Australia, Hong Kong, Japan, Europe and the United Kingdom. Its operating companies include **RR Bowker** and **CSA**. It also owns the **Sotheby's Institute of Art — London** and is a partner in **RefWorks**, the Web-based bibliographic management service. www.csa.com/press

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 existing 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 all 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 **Aalok Mehta** <a_mehta@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." <http://pubs.acs.org/cen/news/8250/8250acs.html> — A Blog Post: <http://battellemedia.com/archives/001116.php> — Slashdot Discussion: <http://yro.slashdot.org/yro/04/12/11/1924254.shtml?tid=217=123=146>

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-

continued on page 8

Rumors from page 6

istration) — “New Google Service May Strain Old Ties in Bookselling” by **Edward Wyatt** (Oct. 8, 2004). “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.”

<http://www.nytimes.com/2004/10/08/technology/08book.html?ex=1098252767&ei=1&en=4aeff3841767ef80>
<http://www.infotoday.com/newsbreaks/nb041006-1.shtml>

More on **Google** just as we go to press. See the *New York Times* December 14, 2004 — “Google Is Adding Major Libraries to Its Database” by **John Markoff** and **Edward Wyatt**. According to 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, that **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 A. Keller** of Stanford University.

<http://www.nytimes.com/2004/12/14/technology/14google.html?ex=1104032878&ei=1&en=91cf8b525cf0f056>

And, hey, did y’all meet **JL 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 Addlestone, England, an exporter of British books to retail, school, ELT and academic markets worldwide. Terms of the acquisition were not disclosed. “In the past six years, we have enjoyed substantial growth in UK export sales via our wholly owned subsidiary, **Lindsay and Howes** under the direction of L&H founder, **Miriam Lindsay**, and we believe further growth is possible,” said **Gary Shirk**, President of YBP Library Services. “When merged with L&H, Delta will double the size of our UK origin sales and gives us immediate access to markets in Europe, the Middle East, Africa, and South America. The merger further strengthens the depth of our experienced leadership in Europe.” **Delta International Book Wholesalers**, founded in 1979 by **Nick Boisseau** and **Kevin Castle**, employs over 50 people in Addlestone, Surrey. Sister company **KELTIC** is the market leader in supplying British English Language Teaching books to teachers and institutions around the world. **Croft House Books** supplies academic libraries in Europe, Africa and the Middle East. www.deltabooks.co.uk
www.keltic.co.uk www.croftofhouse.co.uk

Did you see her in **Charleston** at the **Conference**? The effervescent **Sandy Gurshman** <sgurshman@wolper.com> is back in the agency world as Director, Publisher Services at **Wolper Subscription Services**. Obviously, Sandy’s two years at **Marcel Dekker** gave her a deeper understanding of the publishing process 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 eBooks relating to Glasgow and 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/gdlebooks.html>

eGrade 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 complete textbook with innovative homework and assessment tools that accommodate many different learning styles. **Wiley**’s “inside out” development process for **eGrade Plus** began with the diverse learning and spending needs of students and the teaching needs of instructors. As a result, students using **eGrade 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, the instructor’s notes, a **PowerPoint®** presentation, or even an interactive simulation that reviews the concept visually. Others who do their work in the traditional linear fashion can read their assignment in the complete online textbook or in print and then answer assessment questions for immediate feedback on their understanding of the concept. **eGrade Plus** is a comprehensive learning environment that includes a complete online textbook, interactive homework and assessment tools, and a suite of resources that allow professors to create class presentations, correct homework, grade tests, and track student progress. **eGrade Plus** is now available for over 40 **Wiley** titles in courses across the Business, Science, Social Science, Engineering, Computer Science, and Modern Language curriculum. <http://www.wiley.com/college/egradeplus>

At the **International Information Industry Awards** dinner on December 1st 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 a unique online collection of 433 journals from 44 diverse publishers, enabling small and medium-sized publishers to sell effectively to consortia and other library customers 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, vendors and individuals. The other products shortlisted for this prestigious award are **ACS Journal Access (American Chemical Society)**, **Faculty of 1000 Biology (BioMed Central)**, **Inspec Archive (Institute of Electrical Engineers)**, **Medicines Complete (Royal Pharmaceutical Society)**, **PLOS Biology (Public Library of Science)**, and **Springer Open Choice**. The **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 for the collection. The **ALJC** offers libraries the benefit of a single negotiation and users the possibility of accessing over 400 high quality fulltext e-journals directly via **SwetsWise Online Content**. **ALJC** titles are available both in the Full Collection and in subcollections 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 Journals in the Academic 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. Since online information 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 academic 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 primary journals are 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 an order form at: <http://www.alpss.org/publications/pub9.htm>

A little bird told me that the awesome **Liz Lorbeer** <elizabeth_r_lorbeer@rush.edu> (Rush University Medical Center) is engaged 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** <jdriley@comcast.net>, the magnificent, has just married off his son so he’s been a little distracted. Meanwhile, he has been penning short stories, 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 contribution, this issue, p.92 and let us know what you think of this idea.

Ran into the vivacious **Jill Carraway** <jill@wfu.edu> at the **Conference**! **Jill** has been out West this summer/fall playing in the desert and canyons. In her spare time she is also guest editing the November 2005 issue of **ATG** on a topic To Be Announced. Send us your input if you have a suggestion or suggestions!

And speaking of guest editors, here is the lineup we have so far for **ATG** guest editors, Feb 2005 — **eBooks** — **Cris Ferguson** <cris.ferguson@furman.edu> and **Betty Kelley** <betty.kelley@furman.edu> (Furman University) ISBN-13 **Ann-Marie Breaux** <abreaux@ybp.com>. April 2005 — **Topic forthcoming** — **Stefanie DuBose** <dubose@mail.ecu.edu>. June 2005 — **Getting Money for Libraries: Budgeting in the Electronic Era** — **Bob Houbeck** <rhoubek@umflint.edu>. September 2005 — **Reference Publishing** — **Tom Gilson** <gilsont@cofc.edu>. November — **TBA** — **Jill Carraway** <jill@wfu.edu>. Dec 2005/Jan 2006 — **Cancellation of print** — **Cris Ferguson** <ferguson@furman.edu>.

SPARC (the Scholarly Publishing and Academic Resources Coalition) has selected **Optical Society of America’s Optics Express** as a **SPARC “Leading Edge” partner**. The partnership is intended to call attention to the potential for open access publishing in the society-publishing environment by publicizing the success of journals such as **Optics Express**. Ranked in the top ten optics journals by **ISI**, **Optics Express** was among the first peer-reviewed open-access journals in the marketplace and has played an increasingly important role for **OSA** since

continued on page 10

Take a closer look at....

The CHARLESTON REPORT

Business Insights into the Library Market

You Need The Charleston Report...

if you are a publisher, vendor, product developer, merchandiser, consultant or wholesaler who is interested in improving and/or expanding your position in the U.S. library market.

Subscribe today at our discounted rate of only \$75.00

The Charleston Company

618 South Monroe Way, Denver, CO 80209

Phone: 303-282-9706 • Fax: 303-282-9743

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 libraries 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** <ann.okerson@yale.edu> and **Liblicense**. The article is entitled "College Libraries: 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.tnt.tv/Title/Display/0,5918,543783,00.html>.

Speaking of which, you really missed a gem if you didn't see **Jan LaBeause's** <LABEAUSE_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 newsletters; 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 companies. Available from **Oxbridge Communications** www.mediafinder.com.

So incredible. The hard-working, efficient, and bam-zowie editor, **Thelma Diercks** <thelma@hawaii.edu> (Univ. 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 what should happen but — good news. Baby **Benjamin Finbar Belt** was born Nov. 5, 2004, nearly two weeks late. Parents, baby, and granny **Thelma** are doing fine. BFB is beautiful! BFB's late arrival meant that granny couldn't get to Charleston, and she loved every minute she had w/BFB. I don't blame her. I hope to have one of those some day!

Meanwhile, while Thelma was tending to BFB, 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 boxes 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 godspeed, Thelma. And don't forget about us when you're visiting BFB! <http://libweb.hawaii.edu/uhtmlib/>

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 **McLaughlin Library**, the **OVC Learning Commons** and the **Guelph-Humber 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 University of 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**. **ITI InfoCentral**, the new digital archive, offers content from September 1987 to the present on a pay-per-view basis with **ProQuest Archiver(tm)**, which provides an e-commerce platform for publishers on the Web to highlight a publication's past, present, and future issues. www.pqarchiver.com Titles in the collection include: *Information Today*, *ONLINE*, *Searcher*, *Computers in Libraries*, *EContent*, *EMedia/EventDV*, *Multimedia & Internet @ Schools*, *CRM*, and *KMWORLD*. The collection also includes past issues of *Link-Up* (now incorporated into *Information Today*). More than 25,000 fulltext 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 *Post and Courier* (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

Wandering the Web from page 12

excellent introduction. Although written in 2000, it contains interesting information about the rise of the blogging phenomenon. **Perseus Publishing** issued her *Weblog Handbook*, an excellent starter kit for the world of blogging (details on the handbook at <http://www.rebecca.blood.net/handbook/index.html>).

Adam's Smile Zone — <http://www.smilezone.com/blogs/>. "Everything you wanted to know about..." includes a section called "Blogging Basics: What Is a Blog and Why Should I Care?" This page lists several attempts at describing blogging, but goes on to suggest that "no one can be told what blogging is. You have to 'see it for yourself.'" Reasons for starting a blog are convincing: Sharing Knowledge, Connecting and Collaborating with Others, Providing a Creative Outlet for Yourself, and Improving Your Business-Related Communications. (Of course, one cannot resist asking the question, at the risk of rampant Luddite-ism, "Whatever did we do before all this technology?") Worthwhile site for first-time blog exploration.

100+ Stories on Blogging — http://lisnews.com/blogging_stories.html. Although no longer active, this site features a long list of links to blog press and prose. Site hangs off the **Library and Information Science News** (<http://lisnews.com/>) Website. Of note among the dozens of links are: "Indecent Exposures and Passions on the Web," from **Computer Bits** (<http://www.computerbits.com/archive/2002/0200/blogs.html>), with the caveat (which some might quibble with) that "Whatever a blog is, it's not simply an online journal or diary or list of links, although some bear more than a passing resemblance;" "Blogonomics: Making a Living from Blogging," from **PressFlex** (http://www.pressflex.com/news/fullstory.php/aid/54/Blogonomics:_making_a_living_from_blogging.html), which explores the myths, predictions, and off-track betting on the future of blogs and their impact on "old media" and potential for becoming cash cows for savvy online business entrepreneurs.

Weblogs Compendium — <http://www.lights.com/weblogs/index.html>. A good place to start to find out about the world of blogging, with information on tools, directories, definitions, and online discussions; the technology of blogging, such as information RSS technology, and other resources. The "Definitions" link includes articles that attempt to describe the purpose, impact, and functioning of blogs. Check out **Jorn Barger's** 1999 "Weblog resources FAQ" (<http://www.robotwisdom.com/weblogs/index.html>), or **Dave Winer's** introduction to blogs, "What Are Weblogs?" (<http://www.userland.com/whatAreWeblogs/>). Oh, interested in creating your own blog? Want the cheapie free version (perfectly adequate) or looking for something with all kinds of bells and whistles—interactive, tracking, mp3 files, photos, and animation? Check out the **Compendium's** blog hosting list (<http://www.lights.com/weblogs/hosting.html>).

The Blogging Glossary — <http://www.samizdata.net/blog/glossary.html>. This site is a compilation of terms coined by various seasoned

bloggers, which the **Blogging Glossary Editor-Gods** have deemed worth presenting to the rest of us peons. Did you know, for example, that a *blawg* is "A Web log written by lawyers and/or concerned primarily with legal affairs," or that to *fisk* is "To deconstruct an article on a point by point basis in a highly critical manner. Derived from the name of journalist **Robert Fisk**, a frequent target of such critical articles in the blogosphere (qv)?" Admittedly not an exhaustive resource, the Editor-Gods also confess that many of the terms defined, though in use, are often whimsical. All the better to blog with, my dears!

The Weblog Review (TWR) — <http://www.theweblogreview.com/>. **Brent Todd** wanted to find a way to help folks who are interested in blogs but are tired of reading the many really bad blogs out there. So, after a process of trial and error, as with most useful things, he developed **TWR**, where volunteers preview and review the good, the bad, and the just plain dumb-ugly. Blogs have weird names, some of which are descriptive, like "A Constant Stream of Useless Information," (<http://toottert.blogspot.com/>) which, says **TWR**, lives up to its name, despite a clean design and too-cute bubblebath-à-deux photo; and others, such as "eternal autumn" (<http://www.fly-trap.net/neko/main.html>), which, while not readily clear what the blog is about, nevertheless features nice graphics and probably more than you ever wanted to know about the blogger—but, wait, isn't that the point?

Other Interesting, Random Blogs

The Doc Searls Weblog — <http://doc.weblogs.com/>. Called "one of the deep thinkers in the blog movement" by **J. D. Lasica** (see **OJR: Online Journalism Review** above), **Doc Searls** is a writer and speaker on the interfaces of business and technology. Senior editor for *Linux Journal* and co-author of *The Cluetrain Manifesto: The End of Business as Usual*, this chockablock blog touches upon everything you ever wanted to know about developments in Web technology.

Instapundit — <http://www.instapundit.com/>. Written by the prolific and self-confessed "compulsive writer" **Glenn Reynolds**, **University of Tennessee** law professor. **Reynolds** himself admits, in his FAQ page (http://www.instapundit.com/faq_archives/001220.html), that "...there's very little independent factual reportage on **InstaPundit**..." In fact, he describes his concept of this enormously popular blog pretty well, "Think of **InstaPundit** as being like a card catalog in a library—it steers you to other things, mostly, and the fact that something is in the card catalog doesn't make it true." He also cautions readers to take the posts as a starting point for their own research if the topic interests them. **Reynolds** make no claim to posting the truth, but he will correct factual errors if

notified. One of the better-known and most popular information blogs, its popularity spread by word of...blog.... Readers blogged or emailed other readers, and finally the "Best of" blog collectors, such as **Blogspotting** (<http://groups.msn.com/Blogspotting/bestofblogs.msnw>).

Living in Europe — <http://www.livingineurope.net>. Get the skinny on what it's like to...live in Europe...! Part of an evolving network called **Living on the Planet** (<http://www.livingontheplanet.com/>), this blog site uses the vastly popular RSS syndication feeds (a system for sharing content on blogs and other frequently updated Web content). Content on **Living in Europe** is determined by the various contributors—the mission is to provide varied, original, creative, useful, and by its very nature as a blogsite, frequently updated information to curious readers. Whether it's business and technology, arts and culture, or more personal blogs on travel and photo collections, Europhiles can get insight into what it's like to live across the pond. Other, similar blogsites are **Living in Australia** (<http://www.livinginaustralia.net/>), **Living in China** (<http://www.livinginchina.com/>), **Living in Latin America** (<http://www.livinginlatinamerica.com/>), and **Living in India** (<http://www.livinginindia.com/>).

Bon Desktop Voyage!

Snail (or Snail's Trail) — <http://www.zip.com.au/~vvsnaill/>. This Sydney librarian mines library and information knowledge links with tantalizingly sparing detail—a minimalist blog with a treasure-trove of links to blogging, science-fiction-fantasy, social commentary, meme research, tired pop TV shows from the 1970s, and other fancy-tickling gems collected from October 2002 and ongoing.

kottke.org: undesign — <http://www.kottke.org/index.html> — **Jason Kottke's** blog page, **kottke.org**, was launched in March 1998, to give this Web designer a forum to discuss just about anything, but particularly, Web technology, media, network science, and rip/mix/burn culture, uh, whatever that is. Also a type designer, in 1999, **Jason** created the Silkscreen typeface (<http://www.kottke.org/plus/type/silkscreen/index.html>), "...a small font perfect for Web graphics" and virtually gave it to the world, where it has been used by the likes of **Adobe**, **Volvo**, **Britney Spears**, and **MTV** for Web projects. By the time you read **Kottke's** April 4, 2004, post on **Google** (<http://www.kottke.org/04/04/google-operating-system/>), it will be old news—another thing old blog posts and newspapers have in common, but with less clutter in the garage and at the recycling plant—but it makes for fascinating reading about this Web info powerhouse.

Happy Blogging!

Rumors from page 10

the rescue. But they still cost money and need money for processing. How does a library continue to provide books to over 70,000 citizens without librarians, administrative staff or even a building? That's the problem **Barbara Shapiro**, Director of

buy books for the library. Meanwhile, we have eBooks that are coming to

the Cherry Hill Public Library encountered as construction of a new 71,000 sq. ft facility went underway in August. Barbara decided to follow in the footsteps of **Las Vegas Public Library** and **Burlington County Library** and purchase digital content at a Website where patrons could browse, checkout, and download popular fiction and reference materials in the meantime. <http://cherryhill.lib.overdrive.com/>

continued on page 22

Whither the Book? from page 20

spent on electronic materials, increasing from 3.6% in 1992-93 to 25% in 2002-03. Why have we all 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 library, 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 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 libraries, and far less visible. Library Websites put the focus elsewhere. New buildings 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 those fields. Books still line the walls of many faculty offices." In short, books are still the "gold standard" in many fields of endeavor, especially 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 "convenient" 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 extensive exercise than counting serials retrieved by Web servers (my bibliography is bigger than yours!).

Lest you think that **Stephen** is antediluvian, pay close attention to his 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 scholarship. 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 electronic environment. Search engines, interfaces, usage statistics, and business models are heavily oriented to dispense the typical 10-20 pages that constitute an article. Journal databases offer speed of publication, speed of creation and can be consumed quickly, but their brevity and atomicity mitigate against broader understanding 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 provide simple, encyclopedic overviews or in-depth studies of minutiae. There is no coherence, little context, no attempt to resolve inconsistencies and du-

plication. 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 context for the monograph. That context needs to include large, interactive scholarly Websites such as *Women and Social Movements in the United States, 1660-2000* where you can discover monographs, like those created and edited by leading historians such as **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 historians 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 decide tenure and who are seen as leaders in their discipline must grant full recognition to native Web publications. Like **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 evolve a model that makes it profitable to sell one-time content in units costing less than \$50. Why is this so key? Because otherwise 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 obsolesce.

The attributes of the 'new monograph' are several: Like its print predecessor, it "covers 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 integrated 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 giving 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 dependent on monographs anymore than we could on handwritten codices or opaque microcards." She argues that libraries did not create the present scholarly 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 Sauer-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 undergraduates. Prior to these electronic databases of extensive holdings of rare and difficult to locate monographs, she says that, "undergraduates would 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 microfilm." By providing undergraduates with the opportunity 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 scholars than ever before. Availability of these monographs in electronic format makes the content easier to search and finding new relationships between and within works is what makes new and innovative scholarship 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 measurement 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 humanities, 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 attendees, which is a staple of this annual confabulation) 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

provides a link to **UCLA News** (December 14, 2004) "Physicist Applies 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 between 1997 and 2004. "Complex systems can be understood, and the book market is a complex system," says Sornette. Sornette's Website is: <http://www.ess.ucla.edu/faculty/>

Listen up! This comes from **NFAIS news** which

sornette/. I think we need to have a paper on this at the next **Charleston Conference**, don't you? <http://newsroom.ucla.edu/page.asp?RelNum=5686>

It was great to catch a glimpse of the bubbling with energy **Sandy Brown** <SLBKIT@aol.com> (the Book House) at the **Charleston Conference** this year. Sandy's small press is down for the count: the distributor went belly up, costs of help were too costly so the press is laying low. But she is still hard at work at the **Book House** filling 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>>