

September 2006

Bet You Missed It -- Press Clippings -- In the News -- Selected by Your Crack Staff of News Sleuths

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Recommended Citation

Strauch, Bruce (2006) "Bet You Missed It -- Press Clippings -- In the News -- Selected by Your Crack Staff of News Sleuths," *Against the Grain*: Vol. 18: Iss. 4, Article 33.


DOI: <https://doi.org/10.7771/2380-176X.4940>

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PS: What has been the most memorable moment of your publishing career to date?

MM: I remember fondly being at the heart of the fullerenes revolution in chemistry and materials science long before it became known to science and the public more generally. Working with the late **Richard Smalley** and **Harry Kroto** (who both later got the **Nobel Prize** for their work) in the early 1990s just as the field exploded was exhilarating scientifically and as a publisher. It made me really appreciate that publishers are effectively midwives to scientific discovery.

PS: Is this the end of publisher lunches?

MM: Lunches seem to have faded away during the early 1990s as a more puritanical view of business crept in ("lunch is for wimps") and as many publishers moved from city centres to enterprise parks where there were rarely any restaurants. Elements of the tradition remain at conferences, however, where editors of editorial boards are sometimes entertained to dinner but never as lavishly as some (such as the author **Tom Angus** in his novel *Let Them Eat Cake*) have imagined. The days of **Robert Maxwell's** legendary events are very much in the past. This is one feature of the wider social changes that have taken place in publishing. 

LET THEM EAT CAKE

— a novel by Tom Angus

A little learning is a dangerous thing and when combined with a lot of money it can be lethal. The once cozy world of scholarly publishing is now rocked by controversy. For more than three centuries scholars, publishers and librarians worked in harmony. Journals were affordable and science trusted. No longer. Librarians and publishers are at loggerheads and scholarship under pressure. The credibility of a system built up over hundreds of years has been brought to the verge of collapse within the space of a decade. Can publisher greed be the only cause? Or is too much money being thrown at too many researchers with too few original ideas? Will the Internet bring the whole edifice crashing down?

REVIEWS OF LET THEM EAT CAKE

"The story line is strong and grips... ..In particular there are some wonderful set pieces... ..Please may we have sequels or prequels?" — **Anthony Watkinson**, in *Learned Publishing*
"Tom Angus has created a set of characters that are second to none in their wild and offbeat eccentricity." — **Jeff Foster**, in *Armchair Interviews*

LET THEM EAT CAKE MAY BE ORDERED IN THE FOLLOWING WAYS:

1. From the Amazon online bookstore www.amazon.com
2. From the AuthorHouse online book shop www.authorhouse.com

Title: Let Them Eat Cake — a novel (January 2005)

Author: Tom Angus

ISBN: 1420810480 (paperback); ISBN: 1420810499 (electronic book, available only from AuthorHouse); Pages: 324 + viii.

Bet You Missed It

Press Clippings — In the News — Carefully Selected by Your Crack Staff of News Sleuths

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Column Editor's Note: Hey, are you reading this? Your esteemed column editor would like to know what you think! Zip off a quick email to <pmrose@buffalo.edu>. Does BYMI fill your needs? Do you have any suggestions for changes? I'm listening! — **PR**

COPYRIGHT BATTLES YOU MISSED by Bruce Strauch (The Citadel)

Everyone knows about the squabble with **Google** over the **Google Book Search**. But who's aware of the problem of orphan works — works under copyright whose owner can't be located? US compliance with the **Berne Convention** eliminated the required registration of works for protection. That registration provided a name and address. Risk averse libraries, educators, publishers et al drop orphan works so they are not used in new creative efforts or made available to the public. And the majority of the record of the 20th century culture is orphan.

Can that be true if **Berne** is 1989?

The **Library Copyright Alliance** is recommending a limitation on remedies for orphan works, but **Congress** is not paying much attention.

And then there's the issue of Section 108 of the **Copyright Act** that allows libraries to distribute protected works for scholarship and research. And of course the fight there is over whether digital is covered. The **Association of American Publishers** is threatening suit against **UC-San Diego** over the use of electronic reserves.

See — **Matthew Dames**, JD, MLS, "Beyond Google," *Searcher*, Sept. 2006, p.21.

LOVING BOOKS DIFFERENTLY by Bruce Strauch (The Citadel)

DeLea Sayers is a revolutionary war reenactor who wanted an authentic 18th-century-style journal to write in. Unable to find one, he made his own and joined the world of bookbinding. The subculture is small, but passionate. The national **Guild of Bookworkers** has 900 members all devoted to retaining lost quality through the craft's hands-on nature.

See — **Sheila Flynn**, Associated Press, "Bookbinding Tradition Attracts Modern Enthusiasts," *The Post and Courier*, July 23, 2006, p.6F.

YOU CAN'T FOCUS IN OPEN OFFICES — DUH! by Bruce Strauch (The Citadel)

A proceedings of the **National Academy of Sciences** says you may learn while distracted, but you don't learn well. You can memorize a phone number — declarative learning — or you can punch it in a thousand times — habit learning. Memorization is more practical as you don't need to be at the phone.

Problem is, if you're distracted, declarative learning suffers. Which means new concepts and new information can't be digested.

Which means multi-tasking and open offices are just as awful as everyone knows.

See — **Randolph Schmid**, Associated Press, "Distracted brains may not learn as well," *The Post and Courier*, July, 26, 2006, p.6A.

WHAT'S A POOR PRINT JOURNAL TO DO? WRITE MORE IN DEPTH? GET OUT!

by Bruce Strauch (The Citadel)

With all the breaking news online, serious journalism as well as tabloids are always lagging. The two media would like to enhance one another rather than bleed each other dry. So they've decided to start putting more depth to the print(!) *The Star's* on-the-ground-in-St. Tropez reporter was doing constant updates on the **Pam Anderson-Kid Rock** nuptial orgy, so the home staff — wait for it — saved the verbatim of the couple's vows for the print version!!!

See — Sarah Ellison, "How Weekly Magazines Try to Balance News on the Internet, in Print Editions," *The Wall Street Journal*, Aug. 21, 2006, p.B1.



A WEE BROWSE

by Bruce Strauch (The Citadel)

It's Scotland for second hand book stores. Edinburgh has 30 with **McNaughtan's Bookshop** the longest lived, dating to 1957. A copper pipe that diverts a roof leak is shaped like a serpent slithering down the tree of knowledge. **Armchair Books** is nestled among strip joints.

Voltaire and **Rousseau** in Glasgow has the gravity-defying piles of books and utter disorder plus a shop cat you long for in an anti-quarian dealer. And then there's the book village **Wigtown** and **Quarto Bookshop** in St. Andrews sought out by golf book collectors from Sweden to China. **Quarto** will also sell you "experienced balls" from off the famous nearby course.

See — Hannah Adcock, "Read all about it," *Scotland Magazine*, Sept. 2006, p.28.

I Hear the Train A Comin' — Web 2.0

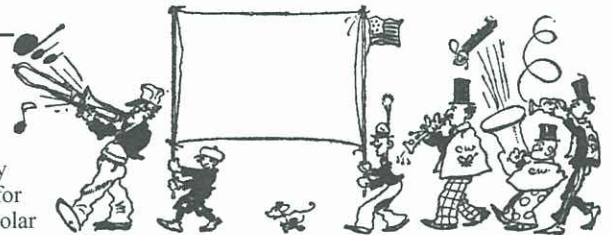
Column Editor: Greg Tananbaum <gtananbaum@gmail.com>

I remember when I made my first professional foray into the brave new world of Internet technologies. In the halcyon days of 2000, new paradigms and buzzwords were sprouting like mold in the basement utility sink. Cyberspace. eCommerce. Portals. B2B, P2P, and Z2Z (that last one is facetious, though, not surprisingly, a quick search reveals that **z2z.com** is a vessel for the hopes and dreams of the obscure **Robert** and **James Zarywacz**). In some ways, these terms were quite meaningful. They helped startup companies that sold fish food in bulk to other fish food companies raise \$50 million. They formed the basis of virtually unintelligible conversations among vested twentysomethings in bars from San Francisco to London. More importantly, these terms eventually provided the basic lexicon for actual Web services and interactions. I knew that the functional definitions had been distilled from the buzz when my mom engaged in a detailed explanation of her online **Sopranos** DVD purchase, liberally sprinkling in terms like eCommerce and secure connection. Just as Mom grew comfortable enough with cyberspace to learn if **Patsy Parisi** would whack **Tony** to avenge his twin brother **Philly Spoons's** gangland execution, we are confronted with a paradigm shift. It's not about the Web any longer, we are told. Nope — today we must confront **Web 2.0**. Much like the gulf that divides B2B dog food and my mom's DVD purchase on **Amazon**, we are again in a cycle through which catchy yet largely meaningless phrases will be winnowed away from durable, important concepts and functionality.

Let's start with the term "**Web 2.0**" itself. What exactly does it mean? The phrase was coined by computer book mogul **Tim O'Reilly** in 2004. A quick look at **O'Reilly's** explanation (see <http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html>) yields more candy floss than steak. **O'Reilly's** five page explanation is actually quite good, but I lost interest mid-page one when

I read, "**Web 2.0** doesn't have a hard boundary, but rather, a gravitational core." I did slog through the full treatise, and I think I came away with a fairly good sense of what is relevant for our scholarly communication solar system. **Web 2.0** refers to the emerging practices and services that use the Internet as a platform for communal participation. The **Web 2.0** movement signals an increasing collaboration among Internet users. People are sharing information, data, content, expertise, and opinions in a way that first generation static Websites could not accommodate. This sharing often takes the form of peer-to-peer communication, unvetted by any expert authority. **Britannica Online** is **Web 1.0**; **Wikipedia** is **Web 2.0**. The former is a top-down site in which information is disseminated from a team of experts, to be read by the general public. The latter is a grassroots site in which visitors are encouraged to add their own expertise to evolving definitions.

Given this applied definition of **Web 2.0**, the next few years should herald the emergence of new forms of scholarly communication. In actuality, "new" is a poor choice of words. I often insert a cartoon in my canned **PowerPoint** presentations in which one caveman is nervously showing his cave drawing to another caveman. This was peer-to-peer communication in its earliest form, of course. Intervening events (humanoid evolution and the invention of the printing press, to name but two) changed the distribution of ideas. Today's scholarly journal circulates one person's work into the hands of many people. The one communicates with the many, but true feedback loops through which the many can communicate back to the one, and to each other, are rare. Though time and financial constraints are no doubt factors in the dearth of mass scale, real time print media forums, this tells only a partial story. The culture of academic information dissemination has not been



particularly geared for this type of freewheeling exchange. The tweed jacketed professor who doles out pearls of wisdom in staid journals is a cliché for a reason. That professor is an expert in his or her field, however narrowly this field may be defined. No one knows exactly what that professor knows, and therefore any discussion and debate would necessarily involve substantial differences in weight class among the participants. This is a gross oversimplification, of course, but it helps explain the general reluctance with which the scholarly communication world has met the **Web 2.0** movement.

Rereading the preceding paragraph, you will see that the first and last sentences are somewhat contradictory. The next few years will see the emergence of new forms of scholarly communication, I began, only to conclude that there has been resistance within our community to **Web 2.0** concepts. I greatly suspect that this resistance is starting to give way. This is due to several factors. The technologies in question are becoming too widespread in other areas of the Web to ignore. Community rating systems and reader comments are ubiquitous on sites like **Amazon**. (I was particularly honored when rockstar26 said my humor book *Atomic Wedgies, Wet Willies, and Other Acts of Roguery* was "destined to be bathroom reading material for generations.") Twelve year olds are running their own blogs. As these technologies have moved into the mainstream, their ease of use, ease of implementation, and cost of implementation have improved dramatically. Implementation becomes compelling at this conver-

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