April 2007

If Rumors Were Horses

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The Renaissance of the eBook: Transformations and Question Marks
by Tony Horava (Collection and Information Resources Coordinator, University of Ottawa, Canada) <thorava@uottawa.ca>

Ah, eBooks. The near demise of netLibrary a few years ago seemed to be the death rattle of the eBook industry, but that seems like long ago — the comeback in recent times has been very pronounced and remarkable. Various publishers such as Springer, Wiley, and Blackwells have recently released eBook collections, with Elsevier poised to follow suit. The development of Google Book Search (now including Spanish libraries), the Open Content Alliance, Amazon’s Search Inside the Book and Upgrade, the growth of aggregators such as EBL, ebrary, and Coutts MyLibrary, and the commitment of various university presses, all bear witness to the newfound acceptance of eBooks as a viable medium for scholarly communication and research for students and faculty. At conferences and workshops, in discussion groups and blogs, eBooks are a hot topic.

The eBook produces a gut reaction in people, and this ranges from skepticism and anxiety to guarded optimism and edgy excitement. Why? The eBook hearkens back to the core of the traditional library — the monograph collection — and challenges our assumptions, especially for those of us who entered the profession before eBooks existed. Even trying to define an eBook leads to controversy. The eBook is a touchstone for a wide spectrum of issues, such as: the economics of publishing models and the viability of print and online formats in different subject areas; the concept of leasing rather than ownership; the proliferation of licensing and access models; the preservation of eBooks and archival access (e.g., in relation to the mass digitization projects above); the measuring of usage and the critical need to assess value for money; the large impact on library workflows; new modes of collaboration between authors and readers; and student habits and learning issues. I expect a few years from now we will conceive of the term “author” and “book” in radically new ways, as scholarly communication evolves to meet new expectations and opportunities. And what is the future of sustained reading in a Web-dominant culture? These are large and slippery issues for which answers will hopefully emerge in the coming years.

If Rumors Were Horses

Big news! — Prenax Inc., a wholly-owned subsidiary of the global subscription agency Prenax Global, has acquired the shares of Basch Subscriptions Inc., based in Concord, New Hampshire. Mats Edlund, is President and CEO of Prenax Global. N. Bernard “Buzzy” Basch is the Founder and President of Basch Subscriptions and Prenax, Inc. will continue as separate entities. There will be no merger of brands, and customer service and systems will continue as before. The Prenax Group is a global business-to-business subscription management company headquartered in Stockholm, Sweden. Founded in 1991, Prenax maintains operations in Sweden, the United States (New York, Boston, San Francisco), the United Kingdom, and France. Basch Subscriptions Inc, based in Concord, NH, is a subscription management company founded in 1995. Basch serves the government, medical, and corporate markets, and academic, public, and school libraries. See our interview with the awesome Buzzy, this issue, p.56.

www.prenax.com/

Thanks to the on-the-ball Ramune Kubilius <r-kubilius@northwestern.edu> for this tip. The awesome Elizabeth Connor (Daniel Library, The Citadel) has just won the Murray Gottlieb Prize for “The Body Politic: The Contributions of Physician-Patriot Joseph Warren.” The Murray Gottlieb Prize is awarded annually for the best unpublished essay on the history of medicine and allied sciences written by a health sciences librarian. The Gottlieb Prize was established...
When I was a child my father always told me I was a bull in a china shop because I had frequent mishaps playing with my two brothers. And here I sit dying to talk to y’all. Instead I am relegated to punching with one hand on the keyboard because I just broke my RIGHT elbow (why not my left instead? beats me, go figure.) Guess there is no help for us klutzes!

Still this is a wonderful issue. I love it just like all of its predecessors. It has something special and unique. The theme is The Renaissance of the eBook: Transformations and Question Marks guest edited by Tony Horava. We have feature articles from Michael Levine-Clark, William Gee, Lorraine Busby, Aline Soules, Annis Lee Adams, Millie Jackson, and Barbara Williams.

Our interviews this issue are with Buzzy Basch, who has some hot news about Basch Subscriptions and Prenax, and the newly appointed CEO, Andrew Hutchings, talks about plants and products at Blackwell Book Services. And this issue is loaded with people profiles so you can really get to know our authors. Can we integrate electronic resources into our allocation formulas? Well, you’ll have to read Matthew Ismail’s Op Ed to find out. And be sure to read about “Drama in the Library” by Bryan Carson in this issue’s Legally Speaking and about the “Brave New World” in Biz of Acq by Antje Mays and Audrey Fenner.

Plus we can’t tell you what we had to cut from this issue — okay, maybe just a little peek — look forward to many more reports from the 2006 Charleston Conference. There will also be a report on the Electronic Resources in Libraries Conference and “Making Friends Online: Library Use of Social Networking Services” a Technology Left Behind both submitted by Cris Ferguson. And we are holding a really offbeat “Little Red Herrings” from Mark Herring and an interview with Don Beagle. So ... have you renewed your subscription yet? It’s that time again and you don’t want to miss a single issue of ATG or any of those fantastic articles.

Just got a card from my Dad telling me to remember my Spartan background. Gotta run. no, better not, the klutz in me is settling down. Gotta run. no, better not, the klutz in me is settling down. See y’all in June!

Much Love, 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:

I just received a copy of the Feb. 2007 issue of ATG and it is fabulous. We are just starting a big consortial institutional repository project on behalf of our 12 member libraries. Would there be any way to get copies of this issue to distribute to our two IR committees?

Thanks for the consideration.

George Machovec
<gmachove@coalliance.org>
Colorado Alliance of Research Libraries
www.coalliance.org ♦

AGAINST THE GRAIN DEADLINES
VOLUME 19 — 2007-2008

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Rumors from page 1

in 1956 by Ralph and Jo Grimes of the Old Hickory Bookshop, Brinklow, MD, in order to recognize and stimulate the health sciences librarianship interest in the history of medicine. Ramune says she remembers Elizabeth’s great presentation in Charleston several years ago about her off-shore medical school experience at Ross University School of Medicine on the Caribbean Island of Dominica. (Ramune even won a basket from the islands.) www.milanet.org/awards/awards_2007.html

Speaking of Ramune, we would like to thank her and her many ATG reporters who worked so hard reporting on the 2006 Charleston Conference. You can find many of the reports in our February issue (ATG v.19#1, p.60), but there are many more still to come. Unfortunately, we ran out of space in this issue, so you won’t find any here, but we will continue running the reports in upcoming issues until they have all been published.

On that same note, we apologize to Cris Ferguson who submitted a report on the Electronic Resources in Libraries Conference which we will also include in the next issue.

Just learned that the fantastic Jenny Buzzbee (EBSCO) is pregnant with her second child. Due date is July. Jenny’s first boy is three years old. Gosh!

Was talking to Freddy Scott from RefWorks the other day. She has a son in the Army and was recently vacationing in the Isle of Palms. Freddy’s full name is Fredericka. Isn’t that a pretty name? Since I learned that the last queen of Greece (once upon a time) had that name, I have been partial to it.

And speaking of RefWorks, just met up with Linda Burns who did a fabulous training session for all of us in Charleston.

Gail Schlacter <findaid@aol.com> (Reference Service Press) has just been named Distinguished Alumna of the Year by the University of Wisconsin School of Library and Information Studies. (Last year Jim Retting got the award.) Congratulations, Gail! www.rspfunding.com

Also just learned that Dora Biblarz is really enjoying retirement and is in the process of buying land (in Payson, Arizona?), where she and her husband are going to build a house.

Recently wrote Daryl Rayner of Rumors from Paddington fame (see back ATG issues lying around your office) to see what she was up to. She tells me that she, Adam Hodgins and Tim Bruce started a new company 18 months ago called Exact Editions. They are putting magazines online for consumers and which are mainly UK titles right now but they have plans for US magazines in the future. Apparently, they are not distributing to libraries at this point but may offer the magazines to libraries eventually. www.exacteditions.com

From Liblicense — How do researchers interact with academic libraries in the UK? continued on page 8

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

N Bernard (Buzzy) Basch

Born & Lived: My mother gave me the nickname Buzzy — she said I was buzzing around the crib. I grew up on the ocean in Winthrop Massachusetts.

Family: Two adult children. A son in Cambridge Mass and a daughter and grandson in Santa Rosa CA.

Education: Undergraduate and MBA from Washington University in St Louis where I serve on the Olin Library national council.

First Job: My first job at 10 was sweeping the floor and cleaning up my dad's service station.

Professional Career and Activities: Lots of jobs — The first out of college was at McDonnell Aircraft as an analyst in the flight test division, St Louis. In the Library Profession I have had the opportunity to participate as an elected officer and as an appointee in ALA, SLA, ASIS&T and NASIG. In addition to reading and writing lots of articles I coauthored with Judy McQueen Buying Serials, published by Neal-Schuman.

In My Spare Time I Like To: In my spare time I have taken up collecting stamps and enjoy vegetable gardening.

Philosophy: My philosophy is it isn't how badly one screws up that counts; it's how quickly you recover and that everyone makes mistakes — that’s how we learn.

Most Meaningful Career Achievement: Starting my own subscription agency and watching the individual staff members grow and take on more responsibility has been the most rewarding experience.

Goal I Hope To Achieve Five Years From Now: My long range planning is tomorrow. It is a challenge I enjoy.

Where Do You See the Industry in Five Years: How/Where do I see the industry in five years? Where is it all going? If I knew I would pick stocks not sell subscription services. The publishing, distribution, and collection of serial publications is certainly changing. What we do not know is the time frame and when these changes will be accepted. My sense is they will move slowly, over a long period of time and be segmented. In our society I believe there is a growing awareness and demand for competent and knowledgeable service. The subscription agencies that can keep their costs in line and provide quality service will continue to provide meaningful services to the library community.

“The past is a foreign country; they do things differently there.” — L. P. Barthartley

The report from the study carried out for the Research Information Network on the use of libraries by researchers in the UK is now published. Using empirical data and qualitative insights from over 2250 researchers and 300 librarians, the results should prove useful to inform the future development of academic libraries and the services that they provide to researchers.

http://www.rin.ac.uk/researchers-use-libraries

Recently met up with Char Booth, a good friend of the indispensable Melinda Scharstein (Pam Cenzer’s niece). Char just attended the ACRL Conference in Baltimore a few weeks ago and sends glowing reports. Hope to get a full report from her in the June issue of ATG. In the meantime, there is a brief report in the current issue of The Charleston Report (v.11#5).

And speaking of The Charleston Report, the incredible Kristen DeVoe is the editor of TCR as well as a columnist for Against the Grain, see this issue, p. 88. Kristen is one of the featured speakers in the South Carolina Library Association’s College & University Section’s Workshop entitled “Keeping up with our Patrons: Adapting to User Expectations.” www.scla.org/CollegeAndUniversitySection/HomePage

Besides being pregnant and holding down a fulltime job, Cris Ferguson (cris@furman.edu) is working on the questions/surveys for the second eBook rollout which we will publish in our June issue. Watch for it! Coming up!

I can’t believe that Debbie Hodes (Shewmaker) is her married name) is retiring to the mountains of North Carolina. Not yet, but soon! Was talking to her the other day. She has a new darling little black puppy called Angel who besides chewing on stuff likes to get up early. Sounds like a good alarm clock for retired people!

Wasn’t many years ago it seems like that I had lunch with Don Beagle and his lovely wife. Heard recently that Don had just published a book called The Information Commons Handbook with contributions from Donald Russell Bailey and Barbara Tierney, Neal-Schuman, 2006. I haven’t seen it yet but am looking forward to it and see our upcoming interview with Don in a future issue of ATG.

ILS. The Stillwater Campus will be the first to implement AquaBrowser, with the rest of the Oklahoma A&M Library System to follow. The OSU Library has a collection of over 2.5 million volumes, 96,500 serials, more than 4.5 million microforms, and 420,000 maps and aerial photographs. The OSU Library has been a member of the Association of Research Libraries for over 40 years. The Oklahoma A&M Library System is a coalition of twelve libraries, nine of which are governed by the Board of Regents for Oklahoma Agricultural and Mechanical Colleges (OSU/A&M), www.library.okstate.edu/, www.TLCdelivers.com/aquabrowser www.TLCdelivers.com

It was in October 2003 that Michelle Flinchbaugh contacted Audrey Fenner about editing ATG’s “Biz of Acq” column. Can you believe that Audrey has been editing the column for nearly four years! And, I have to tell you confidentially that Audrey always turns in her columns way ahead of the deadline. Gosh! What a feat! And how time flies when we’re having fun! Anyway, Audrey is stepping down with the September, 2007 issue and we are looking for a new editor. If you are interested, please contact yours truly at <kstrauch@comcast.net>. Audrey says that editing the column has put her in contact with librarians all over the country, and allowed her to see projects and their plans from the inside. How can you turn this opportunity down? kstrauch@comcast.net

This tidbit from the awesome Helen Ivy (librarian, Marine Resources Library, Col-
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Adventures in Librarianship
American Idle

by Ned Kraft (Ralph J. Bunche Library, U.S. Department of State) <kraftno@state.gov>

“This is it. We’re down to our final three librarians. My name is Ryan Seafoam and this is American Idle!”

“Let’s meet our judges. First, from Cleveland Public, the infamous Randy Down.”
“Wassup, dawg!”
“From the Northern Miami State University Janitorial Library, Paula Freshly.”
“Hi.”
“Finally, you either love him or hate him and I’ve never met anyone who loved him, from the Library of PS 32 in New York City, Simon Cudgle!”
“Hmm.”
“And here’s our final three librarians: Sammy Mott, Conchita Fragrence, and Bill Terpid. Are you nervous kids? Yes? No?”
“Sammy, last night you presented an authority record for Quaker Oats Company. Randy said he liked your style, but thought you didn’t ‘bring it.’ Paula said that you’re a beautiful young man and that she wouldn’t mind marrying you. Simon thought that your 670 fields were ‘flaccid’ and your 667 fields were “perhaps some sort of library prank.”

“Conchita, you showed the audience your circulation speed by wanding twelve patrons through with 43 books in 24 seconds. Randy liked your outfit, thought you were “way fast,” but lacked “that soul thing.” Paula thought you were a lovely girl and would make a wonderful mother some day. And Simon, to him your performance was “amateurish at best, bordering on vulgar.”

“Finally, Mr. Terpid. Your display of spine repair left Randy feeling “sort of queasy inside” as if he had eaten a bad taco. Paula loved your big strong hands and the way you squeezed the glue out of its tube. Simon suggested that you not be allowed near tools or books ever again.”

“But the audience voted in record numbers. Thirty-seven callers jammed our phone lines. And the results… of our 2007 American Idle contest… for the best librarian in America… the most talented… the results… were… inconclusive. Oh yes I’m sorry everyone. They were all crank calls! Please come back next week, and for as many weeks as it takes. I promise we’ll come up with the 2007 American Idle, our favorite librarian, even if it kills us!”
Books Online collection of primary texts. Entries are evaluated by a committee of librarians and scholars from around the world representing various disciplines and areas of study.

www.lib.umich.edu/crr/echoo/edu_edu_essay.html

www.cambridgeinformationgroup.com

www.proquest.com

www.csa.com

OCLC is piloting a new service that will allow libraries to combine the cooperative power of OCLC member libraries worldwide with the ability to customize WorldCat.org as a solution for local discovery and delivery services. The WorldCat Local pilot builds on WorldCat.org, which allows Web access to the OCLC database for discovery of materials held in libraries. The WorldCat Local pilot will test new functionality that allows users to place requests, gain online access, or request an interlibrary loan within WorldCat.org. Libraries and groups participating in the WorldCat Local pilot include: University of Washington; Peninsula Library System in California; Libraries in Illinois, including: University of Illinois Urbana-Champaign, Glenside Public Library District, CCS (Cooperative Computer Services) Consortium, Lincoln Library, Illinois State Museum, Illinois State Library, Hoopeston Public Library, Northeastern Ill...

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Innovative Interfaces and Swets have announced that the Wayne State University Libraries have achieved real-time acquisition of user statistics from within Innovative’s ERM. Using the Standardized Usage Statistics Harvesting Initiative (SUSHI) model, staff can now access cost-per-use analysis. www.swets.com

www.iili.org

This from OCLC Abstracts, April 16, 2007 — A new study reveals that one in three Internet users make purchase decisions based on social networking sites — Have you seen the last two issues of ATG? to learn more? — Yes indeed, the power of social networks appears to be growing. A new report from search engine marketing firm iProspect finds that: one in three Internet users make purchase decisions influenced by sites that contain social content. Amazon.com is the most influential of all. One in four adult Internet users regularly visit the most popular social networking sites, including MySpace, YouTube and Amazon.com. Visitors arrive at social networking sites primarily through direct navigation, Google search, Yahoo! search, and links in emails (in that order). Internet users visit social networking sites for a variety of reasons, including entertainment, connecting with others, researching a product or service, and purchasing a product or service. While social networking sites are a growing and important online channel, all three major search engines have a much higher percentage of total U.S. online population visiting their sites on a daily and weekly basis. iProspect defines a social networking site as one that is the most influential of all. One

I can’t believe it. Do y’all remember the fantastic, awesome, and wonderful Keith Schmiedt? I knew you would. Well, Keith is now working for Coutts in England and we are looking forward to an article or two by, or concerning Keith! Gosh, I remember way back when Keith and some of his colleagues bought Coutts. I thought he’d be sitting on his millions, but he is back at Coutts! Can’t wait to hear all about how Keith has left the cold climes of Canada to settle at his old company. Stay tuned! This space. Coming up!

Have to tell you all that ATG is as of a few weeks ago now taking electronic transfers of funds, nationally and internationally. Just contact me and I give you all the information. This is a new service for ATG and should be interesting! Contact your editor, <kstrauch@comcast.net>.

Well. Take a breath. It was about now in Rumors that your klutz of an editor fell down and had an encounter with the asphalt. More strange but meaningful encounters occurred in which I learned that I had broken my right elbow. And boy does it hurt! Anyway I am sorry if I have left something important out. I am getting voice recognition software (see below) and Rumors will be even better in June.

And subsequently I had a one-finger email conversation with the ebullient Julie Gammon who I seem to recall had a broken arm several conferences ago and suggested voice recognition software! Gosh! What an idea. I put my people on it right away! And after all that we are sorry we couldn’t run Julie’s report on the Southern Publisher’s Association! But not to worry, it’ll be appearing in the June issue! By the way, have you renewed your subscription for 2007?

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thing is certain — many of us are investing a huge amount of time dealing with eBook licensing and acquisitions, and this needs to change. It is not sustainable in the long term, and efficiencies of scale and workflow need to be developed. The question of digital rights management bedevils us at every turn, and undermines our clients’ ability to use eBooks for research and learning. The fact that business approaches and access methods have not evolved towards a standard model, in contrast to ejournals, reflects the problematic state of the eBook industry for academia. eBooks are in catchup mode. We are in a period of rapid transformation that is rife with opportunities and bewildering with complications. I find it a fascinating time (although it can be equally frustrating, depending on the day!). Every day there are new questions to confront.

Being closely involved in ebook licensing and acquisitions, I was very happy to have the opportunity to develop an issue of Against the Grain devoted to the eBook, following on Cris Ferguson’s excellent vendor survey in the November 2006 issue. In this issue, our contributors examine the impact of eBooks on libraries from the frontlines. Public service issues, workflow integration, and the implications for collection development are raised. Michael Levine-Clark from the University of Denver assesses the challenges for integrating eBooks into approval plans. He notes that “it is not so clear that all publishers recognize the need to supply their books electronically in a way that makes them fit easily into the library acquisition process.” Annis Lee Adams from University of Hawaii at Manoa compares the content and functionality of four major eBook collections in medicine. She points out that “we need to communicate the strengths, weaknesses and desired innovations to the vendors at every opportunity, so that the vendors understand the features important to us.” Millie Jackson from Florida State University examines the issues of title by title eBook selection versus acquiring eBook collection packages. She observes that “there is an increased need for evaluation procedures and policies and for marketing the items we purchase.” Barbara Williams from the University of Arizona presents an analysis of engineering students’ use of an eBooks database versus printed sources. She observes that “engaging in intellectual exchange paves the path to mutual understanding and informed decision-making.” William Gee from East Carolina University addresses the many challenges of eBooks for an interlibrary loans service, arguing that “Libraries and publishers simply must find methods either to truly loan eBooks or at the very least methods to cheaply and automatically rent them.” Lorraine Busby from the University of Western Ontario reflects on the complex issues of eBook acquisitions, pricing models, and access. She notes that “The lack of consistency and the variety of options at the point of purchase should give librarians cause to pause and consider workflow repercussions and how much staff effort is needed to manage a digital format.” Aline Soules from East Cal State University discusses the impact of licensing and acquisitions on the limitations of how eBooks are used. She observes that, “The possibilities and permutations are only going to increase. Now is the time for acquisitions to devise ways to manage these new information sources and formats.”

Taken together these articles provide insights into many of the challenges we face in dealing with eBooks, and illustrate the complex landscape in which we are now living and working.

Rumors
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Speaking of email correspondence, heard recently from Tom the terrific Leonhardt <thomasl@admin.stedwards.edu>. Tom is on the ALA Committee on Accreditation so he’s not spending much time in the exhibits, which is his usual hangout. He admits that he has been a delinquent contributor to ATG. He is reading galleys for a book he is editing for Haworth Press. (He didn’t give me the title, continued on page 22
Electronic Books and the Approval ... from page 20

matter whether this is through one or multiple eBook vendors, as long as the eBook vendor can work with the approval process. Publishers need to realize that libraries do not want to add additional steps to the book purchasing workflow. Integration of frontlist eBook titles into the approval process makes the most sense for libraries since it will allow decisions to be made in a rational way about preferences for print, electronic, or both for various call number ranges and non-subject parameters. Publishers must realize that libraries will only purchase their non-reference eBooks in significant amounts if there is a reasonable discount for print-online bundles. They need to develop consistent and fair pricing models for these packages, allowing libraries or consortia to duplicate print and electronic versions of some titles. This pricing structure has evolved successfully with electronic journals to a point that seems to make sense for most libraries and most publishers. There is no reason that it can not do the same for monographs.

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bad boy Tom!} Anything, he is well and has some new catalogs on his desk that need our attention. Coming up in the next issue? libr.stedwards.edu

Seems like April has been the month for visitors to Charleston. Just had a delightful visit with Michael Moss <M.Moss@hati.arts.gla.ac.uk> from Scotland. Michael is an archivist and former colleague of my husband, Bruce, from Oxford University, Worcester College. Michael recently attended a meeting

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The Conundrum of eBooks and Interlibrary Loan

by William Gee (Interlibrary Loan Librarian, East Carolina University) <GEEC@ecu.edu>

With the tremendous amount of material available on the open Internet and in research databases some of my friends, family, and even some librarians I have met seem surprised that interlibrary loan is still used as heavily as it is, especially to borrow books. While physical loans continue to be made in a rational way about preferences for print, electronic, or both for various call number ranges and non-subject parameters. Publishers must realize that libraries will only purchase their non-reference eBooks in significant amounts if there is a reasonable discount for print-online bundles. They need to develop consistent and fair pricing models for these packages, allowing libraries or consortia to duplicate print and electronic versions of some titles. This pricing structure has evolved successfully with electronic journals to a point that seems to make sense for most libraries and most publishers. There is no reason that it can not do the same for monographs.

Benefits

On the positive side, eBooks certainly can reduce the demand for interlibrary loan services and quickly and cheaply satisfy patron needs. Distance education patrons, in particular, can have instant access to eBooks that in their print form would require nearly a week to arrive. Since many times academic patrons only need to read a section of a book, finding eBooks in institutional repositories, on Websites, and in Google’s or Microsoft’s book projects can save the delay and expense of traditional interlibrary loan for all patrons. Joyner Library’s interlibrary loan (ILL) borrowing service workflow takes this into consideration by checking for the full text of a requested book would be online, usually for older works that fall outside copyright; if titles are found, we ask the patron if the eBook will suffice. Electronic dissertations and theses are especially useful to ILL departments because print copies of these documents are frequently difficult to borrow or copy.

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Endnotes


5. Mark McQuillan, Senior Manager, Sales & Content Development, MyiLibrary, email to author, January 12, 2007.


7. Murphy.

8. For information on eBook pricing, see Cris Ferguson, “Technology Left Behind—eBook Rollout,” Against the Grain 18, no. 5 (Nov. 2006): insert.


15. Ibid.


22. Email from Zeoli.
have a responsibility to make accessible what is purchased. Without further, dedicated research on electronic access from the users’ perspective, best practices will be slow to emerge. Our experience so far suggests that users likely are quite willing to search content on Websites (either library or vendors’ Websites), rather than sifting through an OPAC for digital resources. Yet that approach works well only if all eBooks are accessible through one vendor platform or are locally loaded on an institutional server. Once available through a common interface or platform the potential for federated searching of digital books becomes a real alternative to access through the OPAC. At this point there are significant limitations to federated searching but technological innovations are sure to overcome these problems in the foreseeable future. The alternative, namely to encourage users to search the OPAC and link out to specific titles of interest, clearly is not adequate either. When purchasing content in packages one or both options are possible. Purchasing on a title-by-title basis necessitates integration into the catalog. In the short term, both approaches will have to be considered adequate. In the long term, the role and function of our catalog need to be agreed upon. Clarity on this issue is lacking and doesn’t appear to be on the horizon in the near future. Controversies over the design of next generation catalogs are equally divisive to some in the profession who worry that control and access is being sacrificed to expedience. Meanwhile our users Google and never think of searching a library catalog.

Sub-standard approaches are sub-standard only if users cannot find what they want and need. Technology should provide the capability to scoop relevant metadata from which to create catalog records with sufficient bibliographic detail to accurately identify and access the item. Combine this with digital Table of Contents (TOC) and the user has something to work with. Traditionally we have paid for TOC services as a catalog enrichment service, but why would we do so when the data is already part of the digital item in hand? Using technology to retrieve this data and import into the OPAC allows effective resource management, and is a process well suited to technological automation. From there the user can treat an eBook as comparable to a journal with separate chapters/articles. Surely libraries can manage this process without outsourcing and without human intervention. Control in this fashion requires contracting for eBooks to be locally hosted. Otherwise it requires librarians to contract with our eBook vendors, not for MARC records, but for relevant metadata to create sufficient access points to the electronic book entity being described. In time, if the standardization efforts and consensus evolve, the possibility of upgrading and conforming can be considered. A united voice is needed to make this happen. Perhaps our consortia can lead this initiative as part of contracting for eBook packages. But frankly, if our users are satisfied perhaps it is not an issue worth pursuing. The goal should be accessibility for the user. They search, they capture, and they print as needed.

In reviewing a recent Weblog by Lorcan Dempsey,1 he highlighted relevant points:

- Libraries are reducing investment in routine activities to focus on where they can most create value for the user. This leads to a focus on both ends of the value chain: use of resources and creation of resources.
- Cost and complexity need to be driven out of library activity. This drives an interest in standardization and consolidation.

From Dempsey’s Weblog page it is possible to link to the DEFF Strategy Discussion Paper, which referenced the OCLC Pattern Recognition Scan from 2003. While neither source specifically deals with the issue of access to eBooks, the overall conclusions are relevant: shift the focus to the user and shift service from “what you see is what you get” to “what you need is what you get.” Librarians continue to learn what our users both want and need but the bottom line is that students see eBooks as must-haves. Libraries already are competing with free eBooks from Google and other search engines on the Internet; it behooves us to take a lesson from these digital leaders by adopting the obvious approaches available and modifying these approaches as users respond to them.

How can electronic book access be expedited compared to earlier efforts with journal Web pages? My biggest fear is that librarians will treat these resources as monographic series — a futile attempt to equate the serial-like nature of electronic content with the marketing and packaging of the content as a “book.” While there may have been legitimate reasons to manage these entities in the convoluted world of series, let’s not digitally replicate the confusion.

Despite the slow introduction to electronic books, the current proliferation of purchasing options is waiting to be embraced while progress in managing these resources has stagnated. Since staff comprises the largest component of operating budgets, good business practices suggest that designing workflow processes, which allocate minimal staff and time in handling resources, is to be desired provided that there is no negative impact on identification and access for users. It is up to library staff to ensure eBook access to users is successful to the extent that it matches users’ wants and needs. Expedient access options within, and outside of, the catalog must be widely shared and adopted with faith that the longer-term access issues can, and will, be resolved. So, let’s work together to set reasonable standards, focus on effective access, reduce the preoccupation with control, and better serve our users.

Rumors
from page 22

at UNC-Chapel Hill about archiving print and e-content. We are hoping to have Michael write a regular column for ATG and perhaps speak during the 2007 Charleston Conference. Can you believe it’s been 37 years since Bruce and Michael were in Oxford as colleagues?

More visitors. Pam Cenzer <pam.cenzer@gmail.com> and her husband, Doug, were recently in Charleston enjoying the cool weather that we aren’t used to. Pam is visiting Melinda Scharstein and her mother, Terry, and we hope to get a minute together to brainstorm about Pam’s and Susan Campbell’s mentoring roles at the 2007 Charleston Conference. Should be fun, right?

continued on page 71

Future Dates for Charleston Conferences

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<http://www.against-the-grain.com>
Cases of Note
from page 70

that commercial record rentals pose to the
health of America's musical community.”

Congress was all in a lather about the
danger to "musical creativity" and the dire
risks taken by record companies in invest-
ing in "unknown artists and songwriters"
or "to experiment with innovative musical
forms." Id. at 3.

Ah, the utter daring and profound
creativity of the year 1984 will resound
through the ages. How could we have
lived without Electro-pop. Purple Rain,
the theme song to Ghostbusters, and that
deathless moment when Bob Geldorf
gathered a swarm of rock giants to sing "Don't
They Know It’s Christmas?"

George Orwell was onto something
about 1984. He just didn’t realize how
grisly it would be.

When Congress extended the exception
in 1988, the record included the incredible:
"The legislative history of the enactment
of the law in 1984 reveals that the specific
problem addressed then was that consum-
ers listen repeatedly to musical works, thus
giving rise to the legitimate concern about
displacement of sales."

Yes, even then, BIG MUSIC was dream-
ing of recordings that self-destructed after
one listening.

The Traditional Bargain Idea

Well that was certainly a shameful ex-
ample of Congress pandering to commer-
cial interests while in pursuit of campaign
contributions. Doubtless, the court was
as embarrassed as we are, because they
denied to pander on their own.

The first sale doctrine began with the
common law aversion to limiting
the alien-
ation of personal property. See Melville B.
Nimmer & David Nimmer, 2 Nimmer on
is made, a copyright owner no longer needs
his monopoly because he has gotten the
price he wanted. See Parfums Givenchy, Inc. v.
the copyright owner is prevented from
intruding on the rights of the purchaser to
alienate his property as he wishes.

Or we'll have a whole world of rubbish
in land fills.

The record rental exception alters that
traditional copyright bargain and extends
the monopoly of the copyright owner
beyond the first sale. Computer software
likewise got exempted by amendment in 1990. Without clearer direction from
Congress, the court was not about to read
audiobooks in as an amendment.

So Brilliance got to go to trial on
the trademark claim, but lost on copy-
right. 🎵

Microfilm and Micro Opaques

Scan To Your Computer

The ScanPro1000 utilizes cutting-edge digital technologies to bring
you an exceptionally compact microfilm viewer/scanner/printer.

A desktop footprint the
size of two sheets of
letter paper.

ScanPro1000 shown with
combination fiche and motorized 16/35mm film carrier

The ScanPro 1000 is easy-to-use and
provides powerful features for working
with all of your information stored on
microfilm and micro opaques.

- High resolution scan in ONE second
- Single Zoom lens 7X to 54X
- 360° Optical and Digital rotation
- Customizable toolbar controls
- Secure monitor screen mode for public use
- E-mail, print, save to CD, USB, & HD drives
- Save files in all the popular formats
  including JPEG, TIFF, multi-page TIFF & PDF

Where Can I See The ScanPro1000?

NMLA March 12-15 Albuquerque, NM #1
ACRL March 29-31 Baltimore, MD #1109
OLA April 3-4 Oklahoma City, OK #21
TLA April 11-14 San Antonio, TX #2045
BCLA April 19-21 Burnaby BC Canada #14
SLA June 3-5 Denver, CO #1861
ALA June 23-26 Washington DC TBA

More info? See us on the web or call.

http://e-imagedata.com Ph 866-251-7987

Rumors
from page 32

Speaking of which, check the conference website http://www.katina.info/conference. Regis-
tration information is being posted daily. The program is already filling up, so if you have
a topic, panel, whatever to suggest, please do so now not later. You heard it here.

Sorry, but this is the final Rumor. If I have left you out, I’m sorry. Send me an email.
Thanks to Laura Barfield for being my fingers. (Please note that I want to say more, but she
refuses to type it.)

It’s been real. See you in June.
Yr. Ed. 🎵