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Group Therapy-Print Monographs with Complimentary Online Access

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THE NICEST PEOPLE IN THE BOOK BUSINESS

Group Therapy — Print Monographs with Complimentary Online Access

Column Editor: **Jack G. Montgomery** (Coordinator, Collection Services, Western Kentucky University) <jack.montgomery@wku.edu>

GRIPE: Submitted by **Marc Langston** (Head, Collection Management & Technical Services Department, Meriam Library, California State University, Chico, CA)

It has become increasingly common to receive in our library print monographs which include complimentary online access to an electronic version. The print monograph includes a code and instructions, usually printed inside the cover, on setting up an individual user account to access the electronic version. The use of this electronic version is governed by an individual user license, which prohibits sharing of the access information.

Because of the individual user license, the electronic version of the book is useless to us. Have any of you established procedures for processing such monographs? Do you conceal the code and setup instructions so that it cannot be used by anyone? Do you setup the online access, but then not share the access information? Or, do you simply send the book to the stacks without doing anything about the code and setup instructions? We have considered all of these things, but would obviously like to

follow an established "best practice." Anything any of you could share regarding this issue would be greatly appreciated.

RESPONSE:

Submitted by **Kathleen Richardson** (Technical Services Librarian, Bluegrass Community & Technical College, Lexington, KY)

For **Bluegrass Community & Technical College:** Generally, we simply send the book to the stacks without doing anything about the code and setup instructions.

We don't have a policy governing this at our library, although we should, as more items, not just monographs, fall into this category. Our experience so far — and the evidence for this is strictly anecdotal — is that the online resources for which access is provided with the purchase of the printed monograph are not used by our patrons.

Most of the materials in this category we have added to our collection have been medical/nursing/allied health textbooks and related materials, although a few have been in computer science. They tend not to be the textbooks assigned

for our institution's classes but are recommended monographs from the **Brandon Hill** lists (but updated editions), faculty purchase lists for course reserves and optional reading (relying on the physical version we purchase only), and review sources.

The only ones with online resources we know are likely to be used are monographs ordered by faculty members for their use in course development. In these cases, the faculty member is checking out the items as soon as they are processed and keeping them indefinitely, in which case only one user is ever setting up access, if at all. This seems to be a result of how budgets are handled in my institution, which is a community college. In other institutions, individual departments or programs may have funds to purchase expensive materials of this type or have official allotments from library funds they may spend for program-related materials to be added to the library's collection. In my institution, individual academic program budgets often have only a few hundred dollars to cover the costs of such materials, along with

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At the only Edge that Means Anything / How We Understand What We Do

by **Dennis Brunning** (E Humanities Development Librarian, Arizona State University) <dennis.brunning@gmail.com>

Where the Wild Things Are: eBook Summer 2010

Summer of 42 or Summer of the VuVuZela?

Compared to Summer 2009, a feast of e-reader and e-seller, where publishing's future teetered and tottered over the **Google Book Settlement** and each week it seemed brought yet another **Nook**, **Kindle**, **Sony**, **BeBook** reader device into market, this summer's pace is slower almost slow motion. Nothing has happened in the "settlement"; publishers push and shove at the negotiation table and in the blogosphere/news environment. Whither publishers? Whither authors? Whither librarians?

Oh, wait, **Amazon** announced a new **Kindle** model with 3G and WIFI at lower prices joining the already millions of units sold; it's also slimmer — yawn. But **Amazon** did announce **Kindle** sales had edged ahead of same-edition hard covers. And users of all devices have been seen enjoying eBooks in every nook and cranny of the connected world. Perhaps it is the summer of the VuVuZela for eBooks, a persistent, nagging hum that won't disappear.

Hmmm...let's explore the summer eBook world.

The Shape of Things to Come...

Google is betting the browser to become the de facto reading medium. As long as your device can run a Web browser **Google** will supply an electronic edition using the open source e-pub standard. The **Google Bookstore** will supply titles from the library digitization project, publisher-supplied content, and free Web content. **Google's** goal will be, as always, to match advertising to searches while helping users find books wherever they are sold on the Internet.

Over at **Apple**, **Steve Jobs** has bet the orchard on iProducts — primarily the **iPad** and **iPhone**. If you haven't had the chance, drop by your local trendy coffee/Internet hub and check out the over-caffeinated, always on **Apple** boys and girls, putting the collective finger to content on their iToys. It is quite the experience and impressive. Visually, **Apple** outshines **Kindle**. There are reading apps that display your books on virtual library shelves; with a light touch you can turn pages just as you would in its print doppelganger. Publishers can enhance the reading experience with elaborate zooming features and hyperlinking to secondary references.

Ironically many **iPad** users — who also like **Kindle** eBook pricing, catalog, and availability — use **Amazon's iPad** app for a very satisfying reading experience. The app is basically a rework of the **Windows** app for the **iPad**. Here **Kindle** content looks more like a book; there are few, if any, rendering issues that mar reading on the original device.

Yet with all this emphasis on device we may not want to lose sight of what is really going on. Your reader, whichever you choose, needs books,

and these books will be variously priced and may even offer an array of features. Plus, you got to get the books on and off your reader.

Your Links:

<http://tinyurl.com/27hw5ub> — *Wall Street Journal* best word on eBooks

<http://tinyurl.com/2dhh7w8> — **Jim Cramer's** the street charts the best e-readers

<http://bkrpr.org.blog/> — unpulp your pulp with this thing

Amazon owns a huge head start in selling eBooks. For several years now they've set the price and reading expectation. Moreover, they are keeping pace with the competition in lowering device price. And taking a lesson from publishers they are now signing exclusive publishing deals for electronic editions, having recently signed an agreement with author agent **Phillip Wylie** to be the distributor for major authors including **Mailer**, **Udike**, **Roth** — you know, what you read in 20th Century American Novel classes.

At the moment, no other online bookstore has the pricing, device simplicity, and exclusivity **Amazon** has set up.

So we know what **Amazon** is doing — making books on devices, content, and authors. When not apologizing for the **iPhone 4** antennae, we know that **Steve Jobs** is smiling all the way to the bank with million plus sales of the **iPad**. Owners have all the online media they want. They deserve this after forking over more than \$700 and waiting in real or virtual lines.

A lesson from all this: eBookstore may be as important as device.

We would be remiss to not mention **Book Liberator**. If you haven't heard of this personal book scanning machine, check it out. Designed as a less than \$350.00 (with camera) book scanner for your tabletop, its inventors and supporters feel it may turn the publishing world upside down. They propose to unpulp pulp.

It looks like a man-sized Rubik's cube without, well, the rubes. Or a magician's box with clear plexiglass sides. In essence, it is a book and camera stand fitted living inside a clear plastic box. The box lowers down on an open page and flattens it for photographing.

It is labor intensive. The operator must turn pages, raise and lower the box, and take a photo.

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office supplies and printing for all faculty in that program. The library here does not allocate funds to individual program purchases due to the unpredictable nature of budgeting (especially recent annual cuts ranging from 10%-50%) and rapid shifts in demand due to program and curriculum changes, accreditation reviews, and so on. In those cases in which program funds are scanty and sudden demands

arise for materials, the library becomes the last-ditch resource for materials faculty members need urgently.

For other items going into the collection, blacking out codes or otherwise removing the online access information has not been part of our procedure during processing.

The librarians here conduct an annual review of the collection development policy, which includes a section on access to and processing of electronic resources. This issue will be added to our upcoming review. 🐼

Rumors from page 52

or is it heads? This is a very interesting column about the **ACM (Association for Computing Machinery) Special Interest Group for Computer Graphics**. What is the future of authored content anyway? See this issue, p.14.

Talk about keeping us on our toes/heads/or whatever! Read **Steve McKinzie's "590 Local Notes: Tenure for Academic Librarians: Why**

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