December 2010

If Rumors Were Horses

Katina Strauch

Against the Grain, strauchk@cofc.edu

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

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

Recommended Citation

Strauch, Katina (2010) "If Rumors Were Horses," *Against the Grain*: Vol. 22: Iss. 6, Article 3.

DOI: <https://doi.org/10.7771/2380-176X.5681>

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.

ALA MIDWINTER ISSUE

VOLUME 22, NUMBER 6

DECEMBER 2010 - JANUARY 2011

Against the Grain

"Linking Publishers, Vendors and Librarians"

ISSN: 1043-2094

Sustainability in Collection Development: Seeing the Forest and the Trees

by **Karen Christensen** (CEO, Berkshire Publishing; Phone: 413-528-0206)
<karen@berkshirepublishing.com>

One of the things that makes academic publishing such a pleasure is that we create new ways for people to get information from the world's experts, and new ways for those experts to reach a wider audience. I myself became an expert on environmental living, and a "green" author with books published in many languages, because as a young mother in London I asked so many questions about my baby's food, water, air, and future.

Today, I continue to ask questions and have the privilege of working with hundreds of experts on all aspects of environmental sustainability. I'm dazzled by the range of analysis that's being done. When it comes to understanding the impact of our everyday choices, however, we haven't come far enough. There's far more knowledge of specific issues than there was 20 years ago but not much more awareness of the big picture. We see the trees, but we still are not seeing the forest.

That expression has a concrete application when it comes to libraries and publishers. The "Building Sustainable Libraries Survey" we

ran recently (see preliminary details on p.16) shows much emphasis on reducing paper use but little awareness of the impact of digital technologies. We seem still to be, quite literally, seeing only the trees. I wrote about this issue in *Against the Grain* last January, as well as in the *UKSG Serials* journal, and now present a group of articles in this "Sustainability" issue that will help readers see the forest — the bigger picture.

Our focus here is environmental sustainability, which means using resources and interacting with the natural world in ways that will not reduce what is available to future generations. **Merilyn Burke, University of South Florida**, provides a fine overview of collection development challenges, while **Tony Horava, University of Ottawa**, digs into how sustainability affects collection management. In "Getting There from Here," environmental historian **Michael Smith, Ithaca College**, also looks at travel and professional conferences in terms of social welfare, an aspect of sustainable development. **Maria Jankowska, UCLA**,

well-known for her work in the library community, contributes an overview on "Practicing Sustainable Environmental Solutions."

A useful case study of how sustainability issues are being incorporated into many programs and disciplines has been contributed by **Roxanne Spencer of Western Kentucky University**, and we include a summary of results from the survey that was circulated to all contributors and contacts for *Berkshire Encyclopedia of Sustainability*, to *Berkshire's* library contacts, and via *Against the Grain's* e-newsletter. Statistician **Justin Miller**, a doc-

continued on page 16

If Rumors Were Horses

Whew! This fall/winter has been a whirlwind! First was the **30th Charleston Conference** that went very well (except for the rain, only the second time in 30 years!), then the christening of my granddaughter (9 months), and then Thanksgiving and Christmas! What's next. Oh yes, 2011, coming up!

Let's see. Big news that **Congressional Information Service (CIS)** and **University Publications of America (UPA)** have been acquired by **ProQuest** from **LexisNexis** just after Thanksgiving. CIS and UPA editorial staff members will join **ProQuest** and will continue to be based in their Bethesda

(MD) offices. Product names will remain the same, but will begin to include the **ProQuest** brand in 2011. Customers can find answers to their questions about the transition from **LexisNexis to ProQuest** at www.proquest.com/go/CISUPAinfo. www.against-the-grain.com/

Plus, it was great to hook up with the sexy **Simon Beale** of **ProQuest** during the **Charleston Conference Gala Reception** on Thursday night!

And just heard from the incredibly hard-working **Beth Bernhardt** who says that her daughter **Anna** is engaged! **James** proposed to **Anna** Monday night a few weeks ago! I guess **Beth** is already shopping for her mother-of-the-bride trousseau! (or am I out of date?)

continued on page 6

What To Look For In This Issue:

The Dual Mission Paradigm: A Ranganathanian Critique.....	44
The Future of the Textbook.....	45
How do you eat an elephant? or eContent and the Future of the Academic Book Vendor.....	59
Toward a Modest Agenda: Academic Library and University Press Collaborations.....	61
Papa Abel Remembers.....	64
Can Open Access Save Us?.....	74
The Temptations of Netflix.....	83

Interviews

Moshe Pritsker.....	49
Jud Dunham.....	52

Profiles Encouraged

Moshe Pritsker.....	50
----------------------------	-----------

From Your (Brrrr) Editor:

It is freezing in Charleston! Where did this weather come from? I have worn my winter coat constantly for the past six weeks! I am ready for the Charleston heat. Or at least some snow if we have to put up with this weather!

Of course, the weather was an excuse to stay inside and work on this great issue of *ATG—Sustainability in Collection Development*—guest edited by the awesome **Karen Christensen**. We have articles by **Merilyn Burke**, **Roxanne Myers Spencer**, **Michael Smith**, **Maria Jankowska**, **Whitney Bauman**, and **Tony Horava**. Our Op Ed is by **Liz Lorbeer** and **Heather Klusendorf**. We have some great special reports by **Patrick Carr** (the mission of libraries in the 21st century) and **Sara Killingworth**

and **Martin Marlow** (eTextbooks). Our interviews are with **Moshe Pritsker** and **Jud Dunham**. Our usual columnists have written about among other things, **econtent** (Biz of Acq), **collaboration** (University Presses), **writing** (Booklover), **data management** (Standards), **Netflicks** (Technology), **book approval plans** and **eBooks** (Library Collections in the 21st century), **open access** (Red Herring), **copyright in the digital age** (As I See It), and many others! And **Richard Abel** returns to continue the *Tale of the Richard Abel Company*.

Oops! They are telling us the weather is supposed to go down to the teens tonight and there may even be **snow** in the upstate! I have to open up my husband's grandmother's cedar chest and get out more warm clothes! **Brrrrr...**

Merry Christmas, Happy Holidays and here's hoping that 2011 is the best year ever! Much love to all y'all, 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>.

Here at *ATG* Headquarters we often receive birth announcements and pictures from our loyal authors and readers. In this issue we'd like to share a few with you. They're all so cute, don't you agree? — Yr. Ed. 🌲

This curious child peeking over a shoulder is **Dennis Brunning's** grandchild, **Elianna**. Wonder if she got an iPad from grandpa for Christmas?

Shown above is **Cris Ferguson's** second child **Bram** who actually attended the Charleston Conference this year, did y'all see him?

Shown here with Santa is **Izzy**, daughter of **Heather Klusendorf**, who is almost five months old now. Boy time sure flies, doesn't it?

Shown below all decked out in his Christmas attire and awaiting his first visit from Santa is **Cameron Kristopher Little**, son of **Courtney Little**.

The peacefully sleeping child to the left is **Henry Boyce Crader**, the newest family member to our book review editor **Deb Vaughn**. Who knows she might be reading to him right now.

AGAINST THE GRAIN DEADLINES VOLUME 23 — 2011-2012

2011 Events	Issue	Ad Reservation	Camera-Ready
Annual Report, ACRL	February 2011	01/03/11	01/31/11
MLA, SLA, Book Expo	April 2011	02/28/11	03/21/11
ALA Annual	June 2011	04/04/11	04/25/11
Reference Publishing	September 2011	06/27/11	07/18/11
Charleston Conference	November 2011	08/15/11	09/05/11
ALA Midwinter	Dec. 2011/Jan. 2012	10/31/11	11/21/11

FOR MORE INFORMATION CONTACT

Toni Nix <justwrite@lowcountry.com>; Phone: 843-835-8604; Fax: 843-835-5892; USPS Address: P.O. Box 412, Cottageville, SC 29435; FedEx/UPS ship to: 398 Crab Apple Lane, Ridgeville, SC 29472. 🌲

Rumors from page 1

Did you see the svelte **Heather Klusendorf** in Charleston? WOW! Did she look good or what? Right after the birth of her baby girl (see **Izzy's** photo p.6)! And clearly she even has time to write as well. See this month's Op Ed which she wrote with the equally on-top-of-it **Liz Lorbeer**. "**Open and Accessible Supplemental Data: How Libraries Can Solve the Supplemental Arms Race**." See this issue, p.42.

Didn't see the fantabulous **Dennis Brunning** at the Charleston Conference? Know why? **Dennis** booked the wrong week for his plane ticket! Oops! But I figure he had a good excuse. His daughter just had his first grandbaby — **Elianna**. See her picture amid all the other baby pictures, this issue, p.6.

Our intrepid book review editor, **Deb Vaughn** (see her book review column, this issue, p.53) just had her own baby. He is named **Henry Crader** and he is cute as a button (but not as cute as his sister **Helen**). He is among the pictures on p.6 too. This is the brilliant idea of my right-hand *ATG* editor, **Toni Nix**! Thank you, **Toni**!

Interrupting the babies and following the book review theme, one of the reviews in this issue is of the voice-man **Jack Montgomery's** *American Shamans* (BUSCA, 2008). It's about magical healings, ghostly encounters, and alternate realities. One of our religion professors at the **College of Charleston** saw the book and said it was excellent for the collection! **Jack** is so talented and versatile! Did you see him perform **ANYTHING GOES** (with new library/publisher/vendor lyrics by the talented **Greg Tananbaum**)? What a great beginning to the **30th Charleston Conference**! (Lyrics are included in this issue, p.79.)

Moshe Pritsker — Did you meet this fantastic man in Charleston? We have an interview with **Moshe** about **JoVE (Journal of Visualized Experiments)**. **JoVE** is a video journal for biological research. The experiments are actually performed online so that you can see the procedures as they are executed rather than having only written instructions/descriptions. Read his interview, this issue, p.49.

The terrific **Steve McKinzie** (who wasn't at the Conference, naughty, naughty) told me that he was wearing an **Unintended Consequences** t-shirt when he was stopped by someone who said to him, "you are a librarian, aren't you?" Guess who that was? **John Abbott** from **Appalachian State University**. Here's to the **Charleston Conference** t-shirts and bags and all the other goodies! Hip-hip-hooray!

My husband and I do NOT have cable but we recently got a subscription to **Netflix** and love it. So I was very interested in **Cris Ferguson's** column this time, this issue, p.83. **Netflix** apparently does not allow institutional subscriptions. I am always amazed at how **Cris** knows what the "hot" topic is for her columns. She does all this despite having a brand new baby (**Bram**). How cute he was at the **30th Charleston Conference**. Y'all listen up! We need to start training librarians at a young age!

While I was writing **Rumors**, guess whom I heard from? **CELIA WAGNER**!! Remember her? **Celia** has written a book that she says she thinks I would find funny and she wants to send me a copy!

continued on page 26

audio, data sets) that changes the content and requires new applications and access considerations? And what is the best format for our patrons and for durable access? How will we decide upon standards?

I'm not one of those who believe that print is about to wither away; it is too deeply rooted in our society and intellectual culture to quickly vanish, and there are many people who will still find the print book to be more convenient and usable than the digital counterpart, in spite of what the eBook reader industry wants us to believe. This is quite different from the journal world, where the transition to digital has been faster and more thoroughgoing than anyone would have expected a decade ago. But as more and more of the collection moves into the cloud, we find ourselves in a new era where partnerships, flexibility, and innovation become the hallmarks of success. We don't control the far-flung servers that house and deliver the streams of digital works that our patrons are using every hour of every day. We rely upon the many agreements we have crafted with vendors, publishers, and other libraries and cultural memory organizations for the reliable pipeline of access to these books, journals, databases, and reference works.

In the myriad of formal and informal publications, what do we collect for posterity and what do we support in a more temporary and short-term manner? More precisely, can we afford to maintain the traditional ownership model as the basis for collection management, or do we need to focus on access-based, user-targeted approaches that can accomplish our goals in a complementary manner? Patron-driven acquisition services and print-on-demand delivery have shown themselves to be more effective than many in the library community had expected. Large bureaucratic institutions like universities and colleges are typically risk averse and lack the nimbleness to respond quickly and creatively to new opportunities that arise in the digital information era. We need to cultivate a greater nimbleness and the luxury of being allowed to experiment and fail, and start again, if we want to hit upon the right opportunities that increase the usefulness and value of our collection strategies.

Here are a few more ideas that can hopefully lead us to a more sustainable approach to collection management.

Rumors from page 6

Long time ago, **Celia** and I were talking about writing books and I gave her anecdotes from my husband's and my experiences. Can't wait to see this book! Will keep y'all posted. **Celia** wrote me on **LinkedIn**. I have to tell y'all that I am retro! I prefer email to social networking sites. So if you want to make sure that I answer (probably) please use one of my emails - <kstrauch@comcast.net> (preferred unless it's broken), <katina.strauch@gmail.com> or <strauchk@cofc.edu>. THANKS!

Paying Only Once

We need to look carefully at where we are paying twice for the same work, whether it is a book, a journal, a report, or a dissertation. Can we become format agnostic and cut expenses where we find overlaps and duplication, particularly between aggregated collections and publisher-direct purchases? Can we make a commitment to a single format for books or journals, for example, in a given field?

Walking the Tightrope Between Competition and Collaboration

Libraries work together in consortial resource-sharing arrangements — for licensing digital resources, union catalogue records, and ILL arrangements, for example — but our parent institutions compete intensely with each other to attract and retain faculty, research grants, students, and public-private partnerships. Consortial collaboration has been very effective in enabling acquisition and cost-effective access for various scholarly information resources, but this doesn't mean that we have a level playing field across institutions or a complete consensus on how cost-share arrangements are handled. The great diversity of funding levels, curriculums, and research profiles across institutions in the same region is symptomatic of the tensions with which we live. Can we strike a healthy and honest balance between competition and collaboration?

Partnerships with Publishers and Vendors

In the evolving scholarly communications ecosystem, our relationships with partners outside of the library are becoming more and more critical to our success. They need us as much as we need them. In moving away from the polarizing rhetoric of "us" versus "them," we need to focus on where our interests overlap and where we can develop innovative and forward-looking models of collaboration that can enhance our delivery of scholarly resources to our community. Like us, the publishers and vendors are struggling to reinvent themselves in the crowded information landscape and the new technologies and business models that constantly buzz around us. Those who don't want to listen to our interests and concerns are less likely to receive our business. Adopting a principled stand on questions such as unfair pricing models is important for our credibility and for prudent fiscal management.

The collection as a whole is always political. The dynamics of political decision

Speaking of which, I was interested in the **Charleston Observatory Survey** of the use of social networking by researchers which the gracious times two **Ian Rowlands** and **Dave Nicholas** reported in Charleston. (quote: "Researchers use generic sources; they don't focus on the bells and whistles.") Watch for the final survey results that are currently under review and will be published shortly. As well, I found **John Sack's** talk in Charleston equally enlightening. **John** reported on another survey of researchers at **Stanford**, quote: "For the end user or researcher, reading is an opportunity to get away from the computer." http://www.katina.info/conference/video_2010_observatory.php
http://www.katina.info/conference/video_2010_sack.php

continued on page 38

making leave their mark on every library collection budget; it is the delicate art of the possible amid many competing interests in the institution, all of which require financial commitment. How we navigate these challenges, and how we address the various environmental challenges I've sketched in this article, will determine how effectively we position ourselves to develop a sustainable approach to collection management. Sustainability is the holy Grail shimmering in the distance — if we ask ourselves the key questions we will at least be on the right road. This means an ongoing process of rethinking our practices and strategies. The perceived value footprint we bring to the evolving academic enterprise, in terms of being essential to teaching, research, and learning, will determine how successful we are. 🐼

Endnotes

1. *Oxford English Dictionary* (Oxford, U.K.: Oxford University Press, 2009). Retrieved August 11, 2010, from <http://www.oed.com.proxy.bib.uottawa.ca/>.
2. **Merriam-Webster Online** (Springfield, MA: Merriam-Webster, 2010). Retrieved August 11, 2010, from <http://www.merriam-webster.com/>.
3. **Maria Anna Jankowska** and **James W. Marcum**, "Sustainability Challenge for Academic Libraries: Planning for the Future" *College & Research Libraries*, 71(2) March 2010, 167.
4. **David W. Lewis**, "A Model for Academic Libraries 2005 to 2025." Presentation at **California State University at Sacramento**, 26 January 2007. Retrieved August 4, 2010, from <https://scholarworks.iupui.edu/bitstream/handle/1805/665/A%20Model%20Academic%20Libraries%202005%20to%202025.pdf;jsessionid=9F33C8311CE367CC4A2608415376B0F?sequence=6>.
5. **International Coalition of Library Consortia**, "ICOLC Issues Statement on the Global Economic Crisis and Its Impact on Consortia Licenses" Retrieved August 4, 2010, from <http://www.library.yale.edu/consortia/icolc-econcrisis-0109.htm>.
6. **Dan Hazen**, "Rethinking Research Library Collections." *LRTS*, 54(2) April 2010, 120.
7. **Jannis Kallinikos**, **Aleksi Aaltonen**, and **Attila Marton**, "A Theory of Digital Objects" *First Monday* 15(6): 7 June 2010 <http://firstmonday.org/htbin/cgiwrap/bin/ojs/index.php/fm/article/view/3033/2564>.
8. **Roger Schonfeld** and **Ross Housewright**, "Faculty Survey 2009: Key Strategic Insights for Libraries, Publishers, and Societies." Retrieved August 7, 2010, from <http://www.ithaka.org/ithaka-sr/research/faculty-surveys-2000-2009/Faculty%20Study%202009.pdf>.
9. **Online Computer Library Center** and the **Center for Research Libraries**, "Trustworthy Repositories Audit and Certification: Criteria and Checklist" 2007. Retrieved August 11, 2010, from http://www.crl.edu/sites/default/files/attachments/pages/trac_0.pdf.
10. **Gary Frost**, "Strategic Future of Print Collections" Session handout at **ALA Annual**, Washington DC, June 26, 2010.

K-12 Environmental Education ... from page 36

Nash, R. (1976). Logs, universities, and the environmental education compromise. In Robert Martlett (Ed.), *Issues in Environmental Education II* (pp. 10–18). *ERIC/SMEAC Bulletin*, 1976. ED 135 665. Reprinted in **J. F. Disinger** (1983), *Environmental education's definitional problem*. *ERIC/SMEAC Bulletin*. Retrieved from www.cnr.uidaho.edu/css487/EE_Definitional_Problem.pdf.

Seaman, D. (2010, February 15). Top ten books on the environment: 2010. *Booklist*, 106(12), 28. Retrieved from <http://www.booklistonline.com/ProductInfo.aspx?pid=4003470>.

Stapp, W., et al. (1969). The concept of environmental education. *Journal of Environmental Education*, 1(1), 31. Retrieved from www.cnr.uidaho.edu/css487/The_Concept_of_EE.pdf.

Ward, B. A., & **Day, D.** (2010, June). Classroom connections: Preserving the environment. *Booklist Book Links*. Retrieved from <http://www.booklistonline.com/ProductInfo.aspx?pid=4249141>.

Selected Recommended Resources for Librarians/Educators

Resources for College Libraries. RCLWeb. www.rclweb.net/

UNESCO. (1995-2010). Education for Sustainable Development Website. www.unesco.org/en/esd/publications/

UNESCO. (2006, February–May). Educating for tomorrow's world. *Education Today: The Newsletter of UNESCO's Education Sector*, 16. Retrieved from <http://unesdoc.unesco.org/images/0014/001444/144403E.pdf>.

UNESCO. (2006). Education for sustainable development toolkit. United Nations Decade of Education for Sustainable Development (2005–2014). Retrieved from <http://unesdoc.unesco.org/images/0015/001524/152453eo.pdf>.

UNESCO. (2006). Teaching and learning for a sustainable future: www.unesco.org/education/tlsf/.

University of California Berkeley. Lawrence Hall of Science. Great Explorations in Math and Science. LHS GEMS: www.lhsgems.org/.

Western Kentucky University's Center for Environmental Education and Sustainability. www.wku.edu/cees

Core Titles in Environmental Education and Sustainability

Burchsted, S., & **Byrne, J. M.** (2002). *Shaping our future facilitators guidebook*. Shelburne, VT: Foundation for Our Future.

Colby, A., **Ehrlich, T.**, **Beaumont, E.**, **Stephens, J.** (2003). *Educating citizens: Preparing America's undergraduates for lives of moral and civic responsibility*. San Francisco: Jossey-Bass.

Corcoran, P. B., & **Wals, A.** (Eds.). (2004). *Higher education and the challenge of sustainability: Problematics, promise and practice*. Dordrecht, The Netherlands: Kluwer Academic Publishers.

Huckle, J., & **Sterling, S. R.** (Eds.). (2001). *Education for sustainability*. London: Earthscan Publications Limited.

Jacobs, H. H. (Ed.). (2010). *Curriculum 21: Essential education for a changing world*. Alexandria, VA: Association for Supervision & Curriculum Development.

Keniry, J. (1995). *Ecodemia: Campus environmental stewardship at the turn of the 21st century*. Washington, DC: National Wildlife Federation.

Orr, D. W. (2004). *Earth in mind: On education, environment, and the human prospect*. Washington, DC: Island Press

Orr, D. W., **Stone, M. K.**, **Barlow, Z.**, and **Capra, F.** (2005). *Ecological literacy: Educating our children for a sustainable world*. San Francisco: Sierra Club Books.

Senge, P. M., **Laur, J.**, **Schley, S.**, & **Smith, B.** (2008). *The necessary revolution: How individuals and organizations are working together to create a sustainable world*. New York: Doubleday.

Stone, M. K., and the Center for Ecoliteracy. (2009). *Smart by nature: Schooling for sustainability*. Berkeley, CA: Watershed Media.

Wheeler, K. A., **Hulbert, S.**, **Schaefer, M.**, & **Wacey, C.** (1996). *Education for sustainability: An agenda for action*. Washington, DC: U.S. Government Printing Office.

Selected Periodicals

Green Teacher — www.greenteacher.com

Yes! — www.yesmagazine.org/

Journal of Education for Sustainable Development — jsd.sagepub.com/

Journal of Sustainability Education — www.journalofsustainabilityeducation.org/wordpress/

Children's Magazines with Environmental Content

National Geographic for Kids

Appleseeds

Click

Kids' Discover

Cricket

Muse

Ranger Rick

Dig

Odyssey

Journals

Environment, Development and Sustainability — www.springerlink.com/content/1387-585X

International Journal of Sustainable Development and Planning — journals.witpress.com/pages/jsus/default.asp

International Journal of Sustainable Development & World Ecology — www.tandf.co.uk/journals/titles/13504509.asp

International Journal of Sustainability in Higher Education — www.emeraldinsight.com/journals.htm?issn=1467-6370

The International Journal of Environmental, Cultural, Economic and Social Sustainability — onsustainability.com/journal/

Mother Pelican: PelicanWeb's Journal of Sustainability Development — pelicanweb.org/

Sustainability — www.mdpi.com/journal/sustainability

Rumors from page 26

As you might have gathered, many of the **videos** from the **30th Charleston Conference** plenaries are up for all to see!!! Go to www.katina.info/conference. Many of the powerpoints and presentations are also up at slideshare. I tell you what! The **Charleston Conference** (most notably my great staff!) has gotten their (not my) act together and they are almost out of control with all their innovations!

One of the great **Conference** videos stars the lovable **Athena Michael** playing you-know-who during the skit on Friday afternoon. Check it out. In her spare time, **Athena** tells me that she and her daughter **Juliette** are par-

ticipating in a local Greek bake sale. Mmm good! **Juliette** loves to bake. Next year she will be going to college and her number one choice is **Sweet Briar**, a beautiful school that has a subscription to **ATG**!

I have to confess that I agree with **Professor Nardini** about **eBook** devices. I think eBook readers are great if you have too many books to carry, have a bad back, like gizmos, don't want to advertise what you are reading (did you read that Romance is experiencing an upsurge with eBooks?), have a good battery and/or access to electricity, and travel a lot. But, au fond, I do NOT think that the eBook will replace all print books. See my recent interview with **Jack McHugh**. <http://www.johnbmchugh.com/>

Oh—And be sure and read **Bob's** column, it's called **PRINT**, this issue, p.77.

But it was the holidays and I just couldn't help myself! I always buy books for presents. What else is there? And much as I love **Amazon** (my family must be keeping them in business!) there is no place like a real **bookstore**! So, I went to several and even bought a color **Nook** for my husband for Christmas (don't tell him). It is way cool! Problem is, though, as the astute **Michael Pelikan** points out in his column this time (see p.86), when you buy a book it is tied to the device so you don't really own the book. You own the book on that device. **Michael** seems to have one of each (for his research, no doubt) — three generations of **Kindles**, a **Sony eReader**, an **iPad**, etc. **Michael** wishes for a personal unique identifier that would allow us to read the same book on

continued on page 40

Measuring Sustainability with Our Ecological Footprint

by **Whitney Bauman** (Florida International University)

The ecological footprint (discussed in terms of the library profession on page 28) is a measure of how much land and water area a human population (or individual) requires to produce the resources it consumes and to absorb its wastes on an annual basis. The result of this assessment — a simple quiz — provides the number of Earths that would be necessary to support a given lifestyle.

The concept of the “ecological footprint” (EF) was developed in 1996 by **Mathis Wackernagel** and **William Rees** and outlined in *Our Ecological Footprint*. It suggests that in order to tread lightly on the Earth, we must measure our true footprint, which includes energy and resource consumption. **Wackernagel** and **Rees** developed a measurement tool — a quiz, available at <http://www.myfootprint.org> — that calculates the ecological footprint of individual humans and organizations (such as businesses, communities, cities, and countries). At the end of the assessment, one is told how many Earths would be needed if everyone on the planet lived a certain way. The concept of the ecological footprint depends upon the theory of limited resources or a limited carrying capacity (the limit to how much human consumption of resources is possible

without some sort of eco-systemic collapse) of the Earth. The measurement is based upon the acres of biologically productive area it would take to sustain a population that uses X amount of resources.

Though there has been some controversy over what “carrying capacity” is, it has aided in the development of methods for offsetting carbon emissions for activities such as flying and driving. Though there are environmental justice issues related to offsetting emissions, the tool is effective for use in many communities. (Carbon offsetting does not take into account the distribution of environmental ills: one power plant that does not use all of its pollution credits could sell its credits to another plant so that it could pollute more than its allotted credits. Some communities would then have to deal with higher amounts of pollution than others.)

The tool assumes a certain level of resource use, but the question remains whether or not that level of resource use is necessarily conducive to human and nonhuman progress and whether or not a specific level of resource use can or should be used for all 6-plus billion people on the planet. Does sustainability, according to the ecological footprint measure, smuggle in

some normative assumptions about what “the good life” is that fails to take into account the diversity of peoples and environments on the planet?

On the one hand, the ecological footprint is a valuable yardstick for measuring the absurdity of the consumer lifestyle. On the other hand, the tool is rife with scientific and ethical lacunae. For example, there is no doubt that Vice President **Al Gore** has a huge footprint, given that he travels all over the world to deliver his message about global climate change. But is not this very message intended to change people’s lives toward living in more sustainable ways? The EF does not take into account these complexities. As another example, would the very development of the EF by **Wackernagel** and **Rees** be within the “one planet” scenario of sustainability? Probably not, given that the idea and tool were developed over several conferences, and its very dissemination depends upon the energy necessary to run a computer with an Internet browser and connection. In a sense, the legacy of the EF still remains to be seen, but its message is clear: We must stop living as if there is more than the one planet upon which we live. 🌱

*Adapted from the **Berkshire Encyclopedia of Sustainability**, Volume 1. (Berkshire 2010.)*

Rumors from page 38

different devices. I agree. How many numbers and passwords can a person remember? And how many times do we need to buy the same book regardless of how wonderful it is! Case in point — I want to show *Ferdinand the Bull* (one of my favorite children’s books of all time) to grandson **Trifon**! But, alas, it is not yet on the **Nook**. So, paper it is!

Have y’all seen the second **Aptara eBook survey**? **Aptara** surveyed more than 600 trade, professional and educational publishers this summer. It was the second in a series of surveys designed to document the evolving impact of eBooks on publishing. Key findings: a) The greatest eBook production challenge is still eReader/content compatibility issues. Even with the near universal **EPUB** format standard, today’s **fragmented eReader market** makes quality eBook production a moving target, requiring manual manipulation to retain consistent formatting across device-types. b) Publishers are struggling

continued on page 43

Something to Think About — Anything Goes!

Column Editor: **Mary E. (Tinker) Massey** (Serials Librarian, Embry-Riddle Aeronautical University, Jack R. Hunt Library)
<masse36e@erau.edu>

No matter what things you choose to do at the Charleston Conference, it is always a winner. From year to year I have planned my activities carefully to be able to contact vendors, give presentations, hear others present, and take in a few special events. I also try to leave time to visit small shops in the city around Francis Marion Square. Most years I have been able-bodied and have sprinted from venue to venue in the various hotels where sessions are happening.

This year I was a little concerned because I had a fractured knee. Knowing the area fairly well, I tried to choose my paths to coincide with elevators and very few steps or uneven passages. It was an ADA adventure! Unless you have a power chair, there is no advantage to being disabled. The whole time is like a slow motion film where you are trying to catch up with the speeding train and looking for someone to run over you. Needless to say, I got to sessions too late for a seat, and chivalry is virtually dead, folks. I am now dancing through a myriad of email

addresses to locate Powerpoints or other information to help me. We are all looking to fill the gaps in our information banks.

I did find that most of my conference life was built around stationary pauses, and people were able to find me better. Friends from earlier conferences spent good conversational time with me, and I had some nice discussions about cutting edge problems, as well as offering new ideas about special registration charges for retirees, talking with editors about changes in the writing processes and plans for future meetings. I was able to find more of the “First-Timers” and help them through a few logistics. That always pleases me. I learned a great deal about libraries that were unfamiliar to me, and that also filled my brain with new information. Each conference is very different from the others and is marked by very meaningful events. This year I renewed old acquaintances and found some new ones. It was exciting! The theme rang true for me — Anything Goes! How was your adventure? Something to think about? 🌱

R2: Converting Librarians to Cybrarians

The R2 Digital Library from Rittenhouse makes it easy for librarians everywhere to offer more than 1,000 health sciences titles online.

SAVE MONEY. Avoid “all-or-nothing” prices. Add more titles immediately with the push of a button.
SAVE TIME. Our easy-to-use interface meets needs of librarians. If you can surf the web, you can use R2.
MANAGE SMARTLY. Monitor usage statistic in real time, so you can make informed decisions.

Move into library management’s digital age with a name you can trust: Rittenhouse.

Rittenhouse
BOOK DISTRIBUTORS

DISTRIBUTING THE LEADING SCIENTIFIC, TECHNICAL AND MEDICAL PUBLISHERS

511 Feheley Dr., King of Prussia, PA 19406 • 800-345-6425 • www.r2library.com • www.rittenhouse.com

Op Ed from page 42

Undoubtedly, this will place pressure on database and Web discovery providers to manufacture online tools to draw attention to linkouts to supplemental materials that exist beyond the confines of the controlled search environment. Right now, some providers offer value-added features on their sites to expose data within their depths, such as Elsevier’s SciVerse platform. Retrieving results outside of the provider’s site will require user-designed engines to crawl content. Historically, publishers and vendors have looked unfavorably upon Web crawlers due to additional stress that such traffic can place on a system, temporarily shutting down a school’s Internet Protocol address to cease crawling activity. Can standards

change this, forcing publishers to create sites that allow content to be crawled so users can unearth supplemental materials that reside within the publisher’s online environment?

The burden remains for libraries, publishers and online indexing services to be able to point the public to supporting data that produced the published manuscript. How data is being shared, especially among research communities, may require a significant change to long-standing practices. As authors willingly share their scholarly output, and make their research more visible, they must also guard their rights on how the data can be used. Academic and research centers pay careful attention to how their data is exposed to deter any lost income from potential inventions. Librarians can be the gatekeepers who can help to preserve, protect, and make available supplemental data,

creating an increasingly open research environment where sharing rather than locking data is the norm. 🌱

Endnotes

1. Open science data. Wikipedia. Accessed October 18, 2010. http://en.wikipedia.org/wiki/Open_data
2. Davis, Phil. Ending the Supplemental Data “Arms Race” on The Scholarly Kitchen. Accessed October 18, 2010. <http://scholarlykitchen.sspnet.org/2010/08/16/ending-the-supplemental-data-arms-race/>
3. Announcement Regarding Supplemental Material. Accessed October 18, 2010. <http://www.jneurosci.org/cgi/content/full/30/32/10599>

Rumors from page 40

gling to maximize profits from this fast-growing digital sector. Inefficient print production processes are hampering scalable, affordable digital output. c) Only 7% of publishers are implementing enhancements to their eBooks. Suggesting that most publishers are not aware of the EPUB standard’s inherent support for content enhancement, including audio and video.

d) 61% of trade/consumer publishers support the EPUB standard. 18% more than any other publisher type. e) 64% of all publishers are offering titles in eBook format. Up 11% from the first survey. To find out full results of this survey: <http://www.aptaracorp.com/ebook-survey2/?elq=b7dca85d436544b8a1ed469c3c163609>

So – you may have noticed their schizophrenic nature or these **Rumors** – between print and e! Reminds me of the **2002 Charleston Conference** theme – **TWO FACES HAVE**

I: One for Books and One for Bytes. Ain’t it the truth?

Continuing with my schizophrenia – You know – **Books are not just words**, groups of words or sections of words. Books are artifacts of our civilization, memories, communication tools. One of the speakers at the **Charleston Conference (Allen Renear)** said: “There is too much to read; text mining and strategic reading are necessary. We need disaggregated

continued on page 51

Don't wait for the grapevine when you can find out ONLINE.

KEEP YOURSELF INFORMED OF NEW TITLE RELEASES EACH MONTH WITH OUR ONLINE NEW TITLE SELECTION PLAN.

Want to get new title information even faster? Now you can.

At Emery-Pratt, our number one job is to make your life easier. So we're offering the "New Title Selection Plan" an online program that will let you see the newest book releases 1 to 6 months in advance, right from the convenience of your computer. Your Selection profiles can be easily created and customized for complete flexibility on our web site at www.emery-pratt.com by publisher, author, BISAC subject code, or LC Class Number. These selection profiles can be added, edited, or deleted by you at any time. Best of all, when you see a book you want, you can order it immediately online for fast turnaround.

Finding the latest book at the best price is what we do.

No more researching to find out what's new. Just keep an eye on your e-mail and rest assured that you'll be notified as soon as a new book is available.

Emery-Pratt®
Book Distributors
since 1873
1966 West M-21, Owosso, MI 48867-1397
Phone (toll-free) 1 800 248-3887
Fax (toll-free) 1 800 523-6379
E-mail: mail@emery-pratt.com
Internet: www.emery-pratt.com

THE NICEST PEOPLE IN THE BOOK BUSINESS

PROGRAM UPDATES

Your selection profiles
can now be created
and customized by
LC Class Number on
our updated web site.

Our New Title Selection Plan
is just another way
we're working to
make your book
purchasing fast,
efficient, and fun.

6250

Interview — Moshe Pritsker from page 50

changes did not affect the principal structure and format of the scientific article, and this is where JoVE wants to make a difference.

A number of new initiatives were made in the scientific community information space. For example, there were a few attempts to create science-oriented Facebook-like social network sites (e.g., **Epernicus.com** and **Labmeeting.com**) and YouTube-like community video sites (e.g., **SciVee.tv** and **DNAtube.com**). We are yet to see how much these initiatives will be adopted by the scientific community.

From my experience, to be adopted, any new offering in science communication has to align with current professional incentives of scientists and students: getting grants, publishing in scientific journals, finding the next job, or receiving better grades. Otherwise, it will not work.

ATG: Please speculate on the future for the journal.

MP: I am optimistic since the JoVE receives more and more acceptance among scientists, students, and librarians. We will expand by increasing the scope and rate of the video publication. Specifically, we plan to establish new JoVE sections for major areas of biomedical research such as Oncology and Bioengineering, in addition to Neuroscience and Immunology that are being built now. We should consider expanding to other areas such as Psychology.

I think that sooner or later, following the JoVE growth, big STM publishers will try to massively integrate online video into their products, although it will require significant technology developments and organizational changes on their part. From this point of view, JoVE serves as a pioneer and a catalyst of change for the entire industry. In the end, video will become an important component of the STM publishing. 🐼

Rumors from page 43

enhanced reading. We will see sentences from many different articles brought together." This is the power of the computer technology. Still, the artifact must remain for future generations.

http://www.katina.info/conference/video_2010_trust.php

Which brings me to the word "stewardship." I only took note of two Plenary speakers using that word during the **30th Charleston Conference**. The first was **Brian Schottlaender** who made stewardship the centerpiece of his talk – Full Spectrum Stewardship of the Scholarly Record. And the second was **Jon Orwant** from Google Books. **Stewardship** (and not just patron-driven materials) must come back into our vocabulary. <http://www.slideshare.net/CharlestonConference/full-spectrum-stewardship-of-the-scholarly-record-by-brian-e-c-schottlaender-university-of-california-san-diego>

Speaking of which – did you hear **Jon Orwant's** (Engineering Manager, Google Books) talk at the **30th Charleston Conference** this past year? It was Friday afternoon late and it was fascinating! The auditoriums were packed even though it was 5:30 to 6:15 on Friday! **Jon** says that he estimates that you can read 7,000 books in your lifetime. That's a lot of **Kindle** and **Nook** and **iPad** purchases!

http://www.katina.info/conference/video_2010_orwant.php

Welcome to the circumspect **Alex Holzman** (did you see him in Charleston?) who is the new editor of the **University Press** column in **ATG**! Bringing up words and all, I was interested in the column in this issue, p.61, by **Richard Brown** which talks about the need for librarian/university press collaboration, **REAL collaboration**. **Brown** points to the use of casual metaphors (e.g., university press as dinosaur, printed books as relics). He urges that we be more careful with our language. Books/Words are more than bits and bytes. They are expressions of an author's/writer's/groups' thoughts.

continued on page 53

Book Reviews — Monographic Musings

Column Editor: **Debbie Vaughn** (College of Charleston) <vaughnd@cofc.edu>

Column Editor's Note: Many thanks to this issue's *MM* reviewers, **Joey van Arnhem**, **Jerry Spiller**, and **Eleanor Cook**. Season's greetings and happy reading, everyone! — **DV**

Montgomery, Jack. *American Shamans: Journeys with Traditional Healers*. Ithaca, NY: Busca, Inc., 2008. 978-0-9666196-9-0. 304 pages. \$19.95.

Reviewed by **Jolanda-Pieta (Joey) van Arnhem, M.F.A.** (Instructor & Training Coordinator, College of Charleston Libraries) <vanarnhemj@cofc.edu> and

Jerry Spiller, M.S.I.S. (Professor, Web Design and Interactive Media, Art Institute of Charleston) <yeri.spiller@gmail.com>

In *American Shamans: Journeys with Traditional Healers*, **Jack Montgomery** relates detailed personal accounts of working with shamans and magical healers in the United States. The research leading up to this book began with Montgomery's undergraduate work in religious studies at the **University of South Carolina** in the mid-1970s. Many of his chronicles focus on healers in midland and Lowcountry South Carolina, near his hometown of Columbia and his alma mater. These detail encounters with root doctors or Hoodoo practitioners of African American traditions. His fieldwork also illuminates similar traditions of Powwow men or hexenmeisters coming out of German immigrant traditions in South Carolina and Pennsylvania.

Montgomery offers his firsthand ethnographic research, giving insight into classic ethnographic methodologies including journal writing, tape recording interviews for later transcription and analysis, and the tenuous process of building relationships with potential informants whose names may require disguising for their privacy and protection. The author himself works as a shaman and spiritual healer, and is often more a participant than observer in the tales. He spends some time remarking on the need for holistic approaches to societal as well individual strife. He asks the reader to keep an open mind with regard to his subject matter, calling for openness to the often different, even opposing, worldviews of science and the various faith healing traditions.

Researched histories of traditions in South Carolina and Pennsylvania, given further context by **Montgomery's** commentary, provide a cultural background for the author's recounted fieldwork and numerous short anecdotes about noted healers. The reader will be entranced by such remarkable and charismatic figures as **Doctor Buzzard**, high sheriff **James E. McTeer**, **Granny Slice**, and **Conrad Matthai**. Perhaps the most exceptional and rewarding passages of his research are transcriptions of interviews with South Carolina Powwow man and retired

professor **Lee Raus Gandee**, **Montgomery's** own spiritual teacher, and a Virginia granny-woman whom we know by the pseudonym **Sarah Ramsey**.

American Shamans will be appealing to readers with interests in the magical and religious healing practices, as well those focused on anthropological fieldwork or local histories of areas covered. The book may be of particular interest to those researching American folk practices, especially the traditions explored by **Montgomery**: African American root doctors in the South and Powwow healers in areas of German settlement throughout the Eastern states. *American Shamans*, with its fascinating narratives, is a relatively quick read at 261 pages. The book includes an introduction by the author as well as an appendix of German Powwow terms. *American Shamans* is published by **Busca, Inc.**

No Shelf Required: E-Books in Libraries, ed. **Sue Polanka**. Chicago: ALA, 2011. 978-0-8389-1054-2. 200 pages. \$65.00.

Reviewed by **Eleanor I. Cook** (Assistant Director for Collections and Technical Services, Joyner Library, East Carolina University)

This book captures a moment in time and does a good job of documenting the evolving nature of eBooks. Unfortunately, because of the fact that the ground is constantly shifting, some of what is described here may already be out-of-date. One of the book's strengths is that it collects information about how different types of libraries are experimenting with eBooks. It also covers issues related to eBook vendors, standards, and presents specific case studies. Preservation concerns are also addressed.

The case studies are of particular interest as they get at the thought processes behind the steps for actually circulating eBook readers at two libraries, one public and one academic. Much collaboration and a dose of "logistical ingenuity" is needed between departments in order to do this successfully. It would have been nice to have had more case studies included.

As an excellent follow-up, editor **Polanka** edits a blog with the same name as the book for further musings and developments with eBooks and e-readers: <http://www.libraries.wright.edu/noshelfrequired/>.

The blog received First Place in the Salem Press Academic Blog Award: http://salempress.com/Store/blogs/blog_home.htm.

The blog is a great place to keep up with everything about eBooks. Those of us struggling with how to incorporate eBooks into our library should definitely keep this blog on our list of must-reads! 🍄

Interview — **Jud Dunham** from page 52

partners. These applications aim to improve researcher workflow and enrich content available to our users.

We are also exploring bringing other publishers' content into **SciVerse Hub** in the future. Right now, our focus is on improving **Hub** and growing the **Applications Marketplace** and **Developer Network** ecosystem, to provide our current **SciVerse ScienceDirect** and **SciVerse Scopus** customers with some of the most comprehensive and innovative online discovery tools available today. 🍄

Rumors from page 51

But, not to worry, **Sandy Thatcher**, now retired from **Penn State UP** and so the university press column, will still be contributing a column from time to time. In fact there will be a **Sandy** column in the February issue of **ATG!** Stay tuned!

Let's see. A couple of people have retired! The highly competent **Richard Gedye** has retired from **Oxford University Press** and sends his new email address <gedye@stm-assoc.org> and his snail mail address is: 26 Nuns Road; Winchester; SO23 7EF; UK. I remember way back when going digging at an archaeologi-

cal site in Winchester. It is a delightful town with a fantastic fish and chips take-out place. **Richard** is not really retiring! From 1 January 2011, **STM** has announced that **Richard** will assume responsibility for **STM's Outreach Programmes**, **Research4Life** and patientINFORM access initiatives, the ARDI patent project and **STM's** activities with library organizations. The hard-working **Maurice Long** had developed many of these programs and will be retiring from **STM** at the end of 2010. The firecracker **Michael Mabe** is the CEO of **STM**.

The energetic **Doug LaFrenier** told me at the **Conference** that he is retiring! But he has an idea for the **2011 Charleston Conference (NOVEMBER 2-5 MARK YOUR**

continued on page 56

Column Editor: **Donna Jacobs** (Research Specialist, Transgenic Mouse Core Facility, MUSC, Charleston, SC 29425) <jacobsdf@musc.edu>

"I write. I write that I am writing. Mentally I see myself writing that I am writing, and I can also see myself seeing that I am writing. I remember writing and also seeing myself writing. And I see myself remembering that I see myself writing, and I remember seeing myself remembering that I was writing, and I write seeing myself write that I remember having seen myself write that I saw myself writing that I was writing and that I was writing that I was writing that I was writing. I can also imagine myself writing that I had already written that I would imagine myself writing that I had written that I was imagining myself writing that I see myself writing that I am writing." **Salvador Elizondo's** words define the page prior to the title page of **Mario Vargas Llosa's** *La tía Julia y el escribidor* (*Aunt Julia and the Scriptwriter*) and sets the reader up for the complexities of writing layered in a humor-spiced love story.

The Swedish Academy awarded **Mario Vargas Llosa** the 2010 Nobel Prize in literature "for his cartography of structures of power and his trenchant images of the individual's resistance, revolt, and defeat." My introduction to **Vargas Llosa** was on a trip to Tampa to visit a good friend. The introduction was courtesy of this friend, who shares a passion for reading all types of literature and is also immersed in Latin American literature. She knew of my affection for **García Márquez's** works and felt I could expand my horizons south of the Colombian border into Peru. An interesting recommendation, as **Vargas Llosa's** works are considered more "realistic" than **García Márquez** and because there is an unresolved rivalry between the two friends. What began as a friendship ended with an argument and a black eye for **García Márquez** at the hand of **Vargas Llosa** in Mexico City's Palacio de las Bellas Artes in 1976. So I read. I see myself writing about reading. Mentally I see myself reading on that trip to Tampa, and I type.

I am unsure why my friend suggested this particular novel by **Vargas Llosa**, as it has been almost 15 years since I first read the novel, for he is better known for his ability to blend social consciousness and political activism with literature. He even ran for the President of Peru in 1990 advocating privatization. *Conversation in the Cathedral*, *The Feast of the Goat*, and *The Green House* are more typical of this social/political blend. He has now left the political arena and concentrates on the writing: "Nothing better protects a human being against the stupidity of prejudice, racism, religious, or political sectarianism, and exclusivist nationalism than this truth that invariably appears, in great literature: that men and women of all nations and places are essentially equal." This novel, however, takes a little bit different direction. It is a love story, a love for an older woman entwined with a love for the profession of writing.

The story begins: "I was very young and lived with my grandparents in a villa with white walls in the Calle Ocharcán in Miraflores." The storyteller is studying law, but "deep down what I really wanted was to be a writer someday. I had a job with a pompous-sounding title, a modest salary, duties as a plagiarist, and flexible working hours: News Director of Radio Panamericana." His fascination with writers emerges with every word, sentence, and point of view on the page, and then he meets **Aunt Julia**, a recently divorced relative that is several years his senior. He hated her instantly. But this love story, based loosely on his own life, has all the elements of a soap opera: passion, family disgrace, May-December marriage, and melodrama as the story merges with his obsession for **Pedro Camacho's** radio serials and the creative process required to tell a good story.

Rereading **Vargas Llosa's** story about the scriptwriter's journey into the creative world

that places a story on paper is currently surreal for me. For the last year or so I have had the distinct pleasure of assisting a dear friend in crafting a story he needed to tell. To read a book in development has placed me on a sunny window seat with a voyeur's view into this world of writing. Words, research, sentence structure, point of view (omniscient or close third person), dialogue, character development, read, discuss, more words. And the process continues until the story begins to dance on the page and I find myself living in the historic mystical world my friend is creating. When I emailed him this column for review he responded with a challenge that he had posed to his writer's group: "Do books sometime choose writers to bring them to life? Google 'writers, writing' and you will find a majority are about the books that 'have' to be written; that 'demand' to be written. One year ago I went to an annual writer's conference with four book projects that I was working on. Three of the four got good critiques and encouraging comments and had the enthusiastic support of friends and families. The fourth had none of the above. In fact it had nothing going for it except that it demanded to be written. So I wrote it. I set aside the other projects, neglected family responsibilities and friends, and surrendered my life to this doubtful book just because it told me to. This year I went back to the same conference and found out that the book was right." Then he set out to discover quotes by famous authors about the profession of writing, the obsession of writing, the passion for writing. A fantastic dark comical foray into the minds of famous writers. I will leave you the quote he credited to **Toni Morrison**, another Nobel laureate in literature, which most addresses the point: "If there's a book you really want to read, but it hasn't been written yet, then you must write it." 🐾

From the Reference Desk from page 55

Congress and the Nation series is found at <http://www.cqpress.com/product/Congress-and-the-Nation-Series-1945.html>.)

The **Corsini Encyclopedia of Psychology** (2010, 978-0470170243, \$700) is now in its fourth edition. Published by **Wiley**, the latest version of this four-volume set keeps the emphasis on psychology (there is no "and Behavioral Sciences" in the title of the new edition) while maintaining the set's international flavor. Editors **Irving B. Weiner** and **W. Edward Craighead** mix updated entries from past editions with new articles commissioned

for this set. As in past editions the entries end with a valuable list of references and/or suggested readings and "see also" references. This edition seems to have more emphasis on biographies with "63 of the most distinguished persons in the history of Psychology" covered in individual articles, and 543 others listed in a separate section of brief entries noting their dates, research interests, and areas of expertise. A sense of serious scholarship and a desire to inform, the cornerstones of past editions, are equally evident here. This new edition deserves full consideration from academic libraries whether they own prior editions or not. (It is also available from the **Wiley Online Reference** at: <http://onlinelibrary.wiley.com.nuncio.cofc.edu/book/10.1002/9780470479216/homepage/Order.html>.) 🐾

Rumors from page 53

CALENDAR! so he is not disappearing. Hooray! And **Doug** sent a great Holiday card from **American Institute of Physics** about the vortices created by airplane wingtips. The image from **D. Harris**, **V. Miller**, and **Charles Williamson** is from the January 2010 *Physics Today*.

<http://blogs.physicstoday.org/>

The vivacious **Eleanor Cook** won the **ABC-Clio/Vicky Speck Charleston Conference Leadership Award** this year! **Eleanor** has contributed so much to the Conference over the years not the least of which are the skits. Congratulations, **Eleanor!**

continued on page 75

The Charleston ADVISOR

Critical Reviews of Web Products for Information Professionals

"The Charleston Advisor serves up timely editorials and columns, standalone and comparative reviews, and press releases, among other features. Produced by folks with impeccable library and publishing credentials ...[t]his is a title you should consider..."

— *Magazines for Libraries*, eleventh edition, edited by Cheryl LaGuardia with consulting editors Bill Katz and Linda Sternberg Katz (Bowker, 2002).

- Over 250 reviews now available
- Web edition and database provided with all subscriptions
- Unlimited IP filtered or name/password access
- Full backfile included
- Comparative reviews of aggregators featured
- Leading opinions in every issue

\$295.00 for libraries
\$495.00 for all others

☒ **Yes! Enter My Subscription For One Year.** ☐ Yes, I am Interested in being a Reviewer.

Name _____ Title _____
Organization _____
Address _____
City/State/Zip _____
Phone _____ Fax _____
Email _____ Signature _____

Little Red Herrings from page 74

is available, and enterprising libraries have found it. But we need a privatized version of something like the old *Library Services and Construction Act (LSCA)*, — say a three year start-up — for this to work on the scale that it must for all to benefit equally. Why three years? Most IR software is purchased on a subscription basis. The three-year start-up allows time for institutions to fold the cost into their current budgets with a proven track record of the software doing what it claims it can do. Three-year start-up funding would allow institutions to assign oversight of the repository to an internal entity.

I can think of no better oversight entity than the library, since it is, after all, about information and shared knowledge. With funding like that in place, libraries could arrange the repository in such a manner that would allow various levels of participation, secure the **Creative Commons** licensing, and organize — read catalog — the available resources in an easy-to-find and manageable way. With large, medium and small institutions contributing to scholarly communication, the pressure would be effectively applied to publishers to reduce pricing substantially or get left out altogether (as they are about to be with digital textbook publishing). I also imagine that the large-scale participation would in many ways legitimize the process for tenure and promotion purposes,

if that remains a key ingredient in higher education in the future.

If these benefits were not enough, open access repositories also allow for more on-campus collaboration that simply cannot be done via the Web without it. For example, a math professor might log on and discover that a professor in art and design is painting fractals. They two might work together to create an interactive presentation. Students, too, would be able to see what faculty are working on and offer assistance on projects that truly interest them. It strikes me as a win-win equation.

Lastly, this addition would vastly improve the chances of bringing to reality **Robert Darnton's National Digital Library (NDL)** (<http://bit.ly/b7PeWV>). Darnton views the NDL as a "digital equivalent of the **Library of Congress**." But it can't happen without OA, or rather I should say it won't happen as easily and quickly without it, if it happens at all.

Imagine the shared resources of all the world's academic institutions online and at one's fingertips! Some will argue that the quality of such offerings would be small compared to its vast size, but I would argue that they haven't spent much time in academic publications already in print. I would further argue that it would at least rival what's been printed and, quite possibly, be much better.

Can open access save us? I think it can, but it's going to require something like this — if not this exactly — to make it work. Without it, academics will remain the indentured servants of the publishing world, while academic libraries are held hostage to their high prices. 🐘

Endnote

1. Published simultaneous in *Against the Grain* and at <http://dacuslibrary.wordpress.com>.

Rumors from page 56

And, we had nearly **367+ first-timers in Charleston** this year among our over 1,300 registrants! For the first time this year, we published profiles of the first-time attendees (online and some were printed). The profiles that we received are loaded on the Conference Website. <http://www.katina.info/conference/>

Forgot! Be sure to vote for **Xan Arch** who is running for **ALA Council**.

Also — be sure to look at the magnificent **Don Hawkins'** blog. www.theconferencecircuit.com

I have run out of room for this time. Be sure and visit the **ATG** Website for updates. In the meantime, **Happy ALA Midwinter and Happy New Year!**

Much love, Yr. Ed.

continued on page 79

Acquisitions Archaeology from page 78

some of the developments in both CD hardware and software that will make them difficult to use, but concludes that “the creation of standards for compatibility...will result in some very innovative and very exciting new products available to the student, researcher, the homebody, the scholar, and the business professional.” In other words, who won’t be thrilled by the possibilities just beyond the horizon? (In hindsight, such optimism seems strangely misplaced.)

At the same time, **Eleanor Cook’s** take on developments in the pre-Web Internet is eerily prescient.⁴ Comparing the Internet’s ever-increasing integration into daily life (through functions like bulletin boards and distribution lists) to such mundane circumstances as wet laundry and overflowing toilets, **Cook** hints at the coming revolution (and ensuing banality that follows). Rather than optimism, however, there is concern: delayed emails, busy signals, and **Cook** even notes another user’s “real concerns about using the Internet for so many things.” Though the Internet seems ready to take its place alongside other routine and unpleasant household chores in a way that the CD-ROM is not, it is the complexity and, perhaps, intangibility of the former that makes it harder to see the Internet as the technology that would truly revolutionize information access in a profound way.

In the summer of 1992, I was a microcosm of the confusion preventing the future from moving forward, being even less aware of the Internet than average. My favorite song that summer turned out to be the **Cocoteau Twins’** “The Spangle Maker.” While the song has an admittedly ridiculous title, obscured lyrics, and some rough edges, it is still a gem of early **Cocoteau Twins** innovation and really quite good (once you get past the primitive drum machine that drives the beat, which was not so conspicuous in the early 90s). It had originally been released on vinyl in the UK as an EP, but was not distributed (as far as I can tell) in the U.S. Its transcription to CD did not help much: it was included on the freakishly expensive *Pink Opaque* compilation,⁵ available in the U.S. originally as an import only (assuming you could find it), and later included on the 2-disc *Lilliput* compilation of 4AD artists.⁶ The latter recording might have also been import-only.⁷ Matters improved somewhat with the release of the **Cocoteau Twins** boxed set (“all the singles in a box,” I believe the sticker said) — improved, that is, as long as you wanted to buy all ten CDs that came packaged together (and assuming, of course, that you could find the set for sale in the first place — good luck with that).

Now you can search “The Spangle Maker” in about five seconds on **iTunes** and make a purchase by way of *The Pink Opaque*, *Lilliput*, or a third compilation, *Lullabies to Violaine, Vol. One*. And you only have to buy that one song, not the whole compilation. In 1992, I was *not* terribly aware of the Internet, but I was already frustrated with the limitations inherent in the CD. Yet I, like many others, considered the CD a breakthrough and could not imagine what might be beyond such a development. The idea of searching,

Rumors from page 75

And, here are **Greg Tananbaum’s** lyrics from the **30th Charleston Conference!**

*In olden days, book scans with Google
Were looked on as something frugal.
Now libraries know...anything goes.
Good authors, too, who once held copyright,
Now only keep it with a fight.
So researchers know...anything goes.
Our world’s gone mad today,
The fad’s iPad today,
Most books today,
Get Kindled and Nooked today,
Budgets are bad today,
And undergrads today
Are just twittering their prose.
And though I’m not a great thought leader,
I know you’ll shut your e-book reader
When I propose
Anything goes.
This year at Charleston...
Anything goes!* 🍷

Congratulations to our authors for these Choice Outstanding Academic Titles

Francophone African Cinema

*History, Culture,
Politics and Theory*

K. Martial Frindéthié

\$39.95 softcover 2009
36 photos, appendices, notes,
bibliography, index
p 978-0-7864-3962-1
e 978-0-7864-5356-6

Broadway Plays and Musicals

*Descriptions and Essential
Facts of More Than 14,000
Shows through 2007*

Thomas S. Hischak

\$295 library binding 2009
Chronology, bibliography, index
p 978-0-7864-3448-0
e 978-0-7864-5309-2

Game Addiction

*The Experience
and the Effects*

Neils Clark and
P. Shavaun Scott

\$35 softcover 2009
Appendices, notes,
bibliography, index
p 978-0-7864-4364-2
e 978-0-7864-5349-8

The Marine Corps and the State Department

*Enduring Partners in
United States Foreign
Policy, 1798–2007*

Leo J. Daugherty III

\$49.95 softcover
Photos, notes, bibliography, index
p 978-0-7864-3796-2
e 978-0-7864-5301-6

McFarland

www.mcfarlandpub.com

buying, and downloading music through an interactive, computer-mediated interface was well beyond the realm of imagination. I saw the CD as the future, and felt secure that I had arrived there.

And so we have a snapshot of a strange technological crossroads in the middle of 1992: despite the inherent limitations with CD-ROMs, this technology was seen as very promising; at the same time, the ever-expanding Internet was seen as uncertain, even overwhelming — which might have resulted in artificial limitation. I hypothesized in my previous column that — at least as based on scholarly communication as read in *ATG* — CD-ROMs were actually a red herring that distracted from investment in and, perhaps, development of the Internet. I am still not totally convinced that this is true. But it does seem that CD-ROMs, at least at this point, were riding on expectations that they could not meet while the Internet was failing to generate expectations that it would eventually fulfill.

Was this crossroads a setback or just part of the evolution? 🍷

Endnotes

1. **Compact Cambridge**. “Revolutionizing Access In Your Library.” *Against the Grain* v.2#3, p.8.
2. **Corrie Marsh**. “Electronic Publications Dominate PVLR Talks.” *Against the Grain* v.2#4, p.9.
3. **Sandra K. Paul**. “Chaos: Multimedia Chaos.” *Against the Grain* v.4#3, p.29.
4. **Eleanor Cook**. “Drinking From the Firehose: Internet Collides with Reality: Housewife Hackers and Fuel For the Fire.” *Against the Grain* v.4#3, p.18.
5. Interestingly, the cover of *The Pink Opaque* is a black-and-white photograph. Presumably the title is intended to be alliterative rather than descriptive.
6. Intuitively enough, the 4AD label’s Web site is at <http://www.4ad.com>. If anyone figures out how the dial device on their homepage works, let me know. If you can get it to work, you will be able to access a lot of historical information hidden on this site.
7. I only found out about the *Lilliput* compilation when I keyworded “spangle maker” on **iTunes** a couple of minutes ago.