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At Brunning: People and Technology-At the Only Edge that Means Anything/How We Understand What We Do

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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>

A Book with a View

Let's **Vook**.

Founded in 2008 by **Brad Inman**, **Vook's** goal is to blend story-telling with words to story-telling in video, connecting author and reader through words, image, and social networking.

Vook's idea is to create a new media experience. Books are not books anymore but a reading experience. Take the **Kafka Stories Vook**. **Vook** commissioned two European film-makers, **Michel Franchetti** and **Adad Warda** to write and direct thirteen video documentaries that accompany each story. Stories like **Metamorphosis** are accompanied with documentary detail in **iPhone**, **iPad**, and Web browser format.

The e-commerce part is easy — can we imagine otherwise? **Vook** takes the major credit cards, has you fill out the pertinent information as you setup **MyVook**. Once submitted, an email confirms your purchase, and you're good to go.

Text displays on the right, and the first video is on the left. You click thumbnails to advance videos. You can watch, read, mix (watch and read), or connect to social networking — mostly reading groups.

The **Kafka Vook's** first video introduces us to modern Prague street scenes. Soon, with the voice over of a Professor of **Kafka**, we learn about **Kafka's** childhood, upbringing, and education. The style is the familiar documentary — expert talks over still and moving images from the archives.

Users expecting links between text and video — or content and explication de texte — will be disappointed. In the text there are links from words or concepts to **Wikipedia** entries.

Papa Abel Remembers from page 65

in the late 1960s, I made the first of several strategic errors, which badly hurt the firm. Increasingly, my time and attention were turned to matters of finance, personnel, and similar "executive housekeeping" concerns. I was far more interested in dealing with books, ferreting out internal and library problems, and developing systems to solve them. As I became aware of my growing disinterest and diminishing involvement in the "executive" things, I should have sought a first-class manager, who enjoyed and was good at "executive" responsibilities. I should have fallen back to a bibliographic and systems (manual and software) research, design, and implementation position. I failed to do this because I saw so much developmental work ahead and thought it the role of the "executive" rather than a staff member to carry out that development. In retrospect: too bad. 🐻

This won't go unnoticed by literature teachers. Still, the videos inform sort of like the **History Channel** meets the library. Production values are high; this is not **YouTube**.

Vook's catalog is small. Subject categories are similar to the Book of the Month Club — Self-Help, Entertainment, Romance. And the catalog gets even smaller when you consider that **Vooks** are often divided up into mini-**Vooks** — a guide to fifteen minute **Pilates** exercises is sold one **Vook** for each exercise. Each of these is sold for \$4.99 so that to **Vook** the entire original book would cost about \$24.00.

In many ways a **Vook** is a DVD. It is a multimedia book production. It adds to the information and entertainment value of the original content at a quality price point that doesn't cause you to flinch.

Or better not. You can probably read **Kafka** in one hand and enjoy added information from some other source — like your library. Or wait for **Kafka** to appear on the **History Channel**.

Your Links:

<http://vook.com/>

Where the Wild Things Are eBooks December 2010

Shh! After a hungry 2009 where a mighty appetite for all things "e" couldn't be satisfied, 2010 slowed down. Time to digest.

Kindle — New Kindles — smaller, trendier, cheaper, appeared on the market. At \$139.00 you can buy a wifi model, thinner and sexier than version 2. \$189.00 will buy a standard 3G/wifi model. The marketing angle: you can read with this one anywhere, the beach, the subway, in the air. The bigger story: the **Kindle Store** dominates eBook market despite **Barnes and Noble E Book Store** and **iBooks** for the **iMachines**. And the **Kindle** app brings **Kindle** to almost any device.

iPad — Millions have sold since the April 2010 debut. 300,000 sold in the U.S. in the first month clearly outgating all the early adopters and clearing the way for the followers. The big question: will it deliver major newspapers and magazines back to profit? Major publications have jumped on board with fantastic apps that deliver enhanced versions of print editions. Clearly, the **iPad** is more fun than the dedicated readers. On a **Kindle** you can only read about drag racing; on the **iPad** you drag.

Google Book Settlement — All is Quiet on the U.S. front as His Honor, **Danny Chin**, failed to rule on **GBS**. The groundbreaking

case, with its new take on copyright, got hung up with federal concern over, well, copyright. Iced it down well through the summer, and now it's winter.

Hachette Job — **Google** settles with **Hachette** to not violate French copyright law and "partner" with **Hachette** in the scanning, searching, and sell of books. The agreement breaks to the favor of **Hachette**; they will determine what will be scanned, searched, and sold by **Google** and what will merely be "discovered" there. Apparently **Google Book Settlement**, unsettled still in the U.S., doesn't translate into French. Droit d'auteur prevails.

E Textbooks — Textbook book barrier may be broken by the stitching together of textbook and course content — cheaper for students? It will seem cheaper...

Perhaps the biggest motive to go e is the big push by higher education into online. More popularly known as "college in pajamas," online students need everything on the desktop. Think about it, with every e-text you get a coupon for **Abercrombie and Fitch** for the sleepwear of your choice.

Patron-Driven Book Selection — Far from this Madding Crowd, academic eBook publishers press forward with new collection development models that put customers in control. Patron-driven collection development allows users to select content under the watchful eye of librarians who used to do this. The idea is very Ranganathanian — get 'em what they want, when they want it. Time is saved, money even; whether or not it builds collections is the very unRanganathanian question.

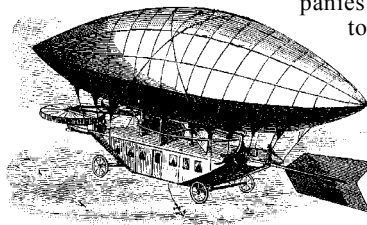
E Apps — Perhaps the most interesting development this is year is the steady growth of magazine and newspaper for the browser and reader devices. These are special versions developed by electronic publishing companies like **Zinio** and **RealView** to join print and digital in a unique reading experience.

The industry hopes to renew interest in paying for their medium (both in subscriptions and higher advertising rates) and reverse a decline engineered by the Internet. As librarians we can only hope that these new and improved products become part of our market, reversing a decline in our own tired and tried versions sold to libraries. The breaking point: will consumers return to reading magazines in apps beyond the superficial interest consumed by clicking and moving on?

As we go to press ...

*Shh... don't disturb the kids and their video games. Let the adults have another Shiraz... **Google Ebookstore** has arrived just before*

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Choice Reviews Online

www.cro2.org

Visit **Choice** at the ALA Midwinter Conference in San Diego, CA - Booth #1533 - to see a demonstration of the new features on **Choice Reviews Online**, and enter for a chance to win an Amazon Kindle!



Everyone who comes to Booth #1533 will receive a free 2011 **Choice** desk calendar. Hurry to the **Choice** booth while supplies last!



For more information visit www.cro2info.org.

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Christmas. Guess Serge and Larry thought the world more nice than naughty because it is pretty neat. More about this new wrinkle in the eBook tug of war in our next issue. 2010 got a teeny bit more wild...thanks Google Guys!

Your Links:

<http://digital-scholarship.org/gbsb/gbsb.htm> — **Charles Bailey's** extensive bibliography to all things digital in libraries.

<http://www.zinio.com/> and www.realview.com — Check out e-magazine apps...

<http://paidcontent.org/article/419-google-and-hachette-livre-reach-book-scanning-deal/> — Your expert in paid content analyses the **Google Hachette** deal...

Predicts for 2011...

- Private Sector accountants cautiously optimistic that their sector is in recovery. Education — well, this recovery always trails a return to profitability where money is made and not just spent. Some bean counters fear the shoe has yet to drop for those of us who just use money. Oops — let's hope all that early cutting

was not just the vig. Solution: we have the answers, now let's make apps.

- **Google's** "Sue us, we're Microsoft" problem just grows and evolves... everything from net neutrality, privacy, copyright, sovereign operations, **Rupert Murdoch**, hacking androids — like the Vandals outside the Gates. Will hire **Gates** as Sherman Anti-Trust consultant.
- **GBS** judge, **Danny Chin**, will emerge from chambers only to not see the eBook which casts no shadow — more befuddlement in the digital book realm...
- Open Access will remain open. Plans to temporarily close for inventory shelved in favor for more access to access about open access. On the horizon another OA: Open Authorship. First entry in **Wikipedia** flagged as stub nub.
- **Bowerbird** retires donating personal digitized collection available on BitTorrent. Becomes de facto national online library as **Google** lawyers waive off **GBS** in favor of moneymaking projects.
- **ALA** continues lukewarm interest in **National Digital Library**; they want more than one subscription to *American Libraries*.
- As library vendors go to the cloud, concerns mount. How high should they go? Some suggest sidling up to the Dali Lama for a Tibetan location, more mod-

est figure the mile-high city to be less symbolic but more secure. Now that we trust the cloud, do we get religion?

- Librarians, befuddled, bedazzled, bored, will drop "customer" and return to "patron." Patron — because it sounds better and gifts former customers with librarian skills; at some point librarians will become patrons themselves, and we will move forward to the patron-driven library (backseat drivers do not need to apply).
- "Why pay?" becomes the sixth Ranganathian principle. Librarians in the field breathe a sigh of relief — it will not be on the next test.
- Lost in Stacks — **Searchlight** announces new sequel to **Sofia Coppola's** *Lost in Translation*. It will be a romantic comedy about another lost world — library stacks. Two bookish types lose themselves and get lost in the stacks. First joke: call-for-help phone rings to local pizza joint.
- The vocabulary of librarianship will continually morph to a language preferred by a new generation of users. Links will be served up instead of books and articles. Lending, a term compromised by the subprime debacle, will lose purpose as an assumption of everything on the Web becomes canon.

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And They Were There

Reports of Meetings — 2010 SALALM and 29th Annual Charleston Conference

Column Editor: **Sever Bordeianu** (Head, Print Resources Section, University Libraries, MSC05 3020, 1 University of New Mexico, Albuquerque, NM 87131-0001; Phone: 505-277-2645; Fax: 505-277-9813) <sbordeia@unm.edu>

SALALM (Seminar on the Acquisition of Latin American Library Materials) Annual Conference — July 23-27, 2010, Brown University, Providence, Rhode Island

Reported by **Claire-Lise Bénaud** (University of New Mexico)

The **2010 SALALM Annual Conference** was hosted by **Brown University** in Providence, RI, from July 23rd to the 27th. This year's theme was "**The Future of Latin American Library Collections and Research: Contributing and Adapting to New Trends in Research Libraries.**" In his welcoming address, **Richard Snyder**, Director of the Center for Latin American and Caribbean Studies at **Brown**, remarked that when he looked at 20 years of **SALALM** themes, the words Change, New, Adaptation, and Transformation have been a steady feature of **SALALM** programming. Still, he pointed out that he was impressed by **SALALM's** "truly new" activities: a "Smoothie Time" sponsored by the Libreros (Bookdealers) and a "Haagen-Dazs Ice Cream Social" sponsored by **Gale-Cengage**.

SALALM (Seminar on the Acquisition of Latin American Library Materials) brings together Latin Americanists, Librarians, and "Libreros" at an annual event, and keeps them connected through publications and electronic communications, especially business transactions, throughout the year. At the annual conference, the Libreros set up a large book exhibit, and librarians have the opportunity to discuss business with their respective vendors. Both groups are an integral part of **SALALM** and participate in discussions, panels, and of course, enjoy each other's company at the conference receptions.


We were fortunate to have **Deborah Jakubs**, **Duke University** Librarian, as the keynote speaker. **Ms. Jakubs** is a past **SALALM** president and was a very active **SALALM** member for many years. In a thought-provoking address, she discussed old worries, like area studies librarianship, and new worries — archiving full-text, diversity of models for digital dissemination and how digital acquisitions impacts print acquisitions. She outlined library goals — improve users' experience and understand users' research needs, provide digital content, and develop new research and teaching partnerships. Finally, she highlighted two major trends: the library's engagement beyond the walls of the library and an integrated view of collections, rather than print versus digital. This year, **SALALM** offered several types of programs: the usual panel presentations on a wide variety of topics, roundtable discussions on collaborative collection development and the evolving role of the Latin American Studies librarian, and a Pecha Kucha panel (i.e., Japanese term for quick presentations by several people to share ideas).

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- Library mobile applications hit stride as the little buggers show up everywhere in our online lives. Hey, now the library has a drive-up!
- **Bloomberg Law** enters law market, becoming the disruptive third. What do they say about the third — a crowd, a spoiled and disruptive child? **Bloomberg** must smell cash.

Your Links:

<http://paulcourant.net/> — a selection of the Bird's comments available at **Paul Courant's** blog.

<http://www.bloomberg.com/news/law/> — **Bloomberg Law's** home 

In his presentation "What's Paper Doing in the Electronic Library?," **David Block** from the **University of Texas at Austin**, saw 2005-06 as the tipping point for libraries' preference for electronic publications, especially journals. While Latin America is still more print dependent than the U.S. and Europe, he showed us examples of Latin American university Websites for journals. He mentioned that libraries need to do the following: if possible, rely exclusively on digital content, do digital retrocon or "procon" (since all print books today are born-digital — libraries should try to acquire these files), acquire digital data, and develop new models for acquiring print. He lamented that U.S. research libraries create a lot of duplication, whereas there is a need for more variety of Latin American materials. **Dan Hazen** from **Harvard University** gave an insightful picture of area studies programs from WWII to today. He emphasized how area studies librarianship has drastically changed and how bibliographers have lost the prestige they once had. Because technology plays a foremost role today, bibliographers are now one of the many players in research libraries. Cooperation with other research libraries, which is one of bibliographers' crucial models, is in jeopardy because digital rights and restricted licensing go against the idea of sharing. He clearly delineated four levels of collecting: core materials to support the curriculum; a record of scholarship, such as materials published by university presses, think tanks, and scholarly associations (a huge body); blogs and popular magazines (a big universe); and raw data (measured in bytes). The cooperation thread was picked up by **James Simon** from the **Center of Research Libraries**. He presented data about collections from major U.S. research libraries which show that collaboration is selective and shallow and that **ARL** libraries only have holdings for a bit over half of Latin American imprints in **WorldCat** (57%).

Ken Ward and **Patricia Figueroa**, curators of the De Soto exhibition at **Brown University**, were part of a panel called "Challenges in Special Collections from the Inquisition to the Digital Age." **Ken Ward** presented a paper on **Melchor Pérez de Soto**, Mexican astrologer and architect, whose collection consisted of nearly 1,600 books. He discussed **De Soto's** collecting interests which got him in trouble with the Inquisition and which led to his arrest in 1655. **Brown University Libraries** owns half of the titles collected by **De Soto**. **SALAMISTAS** had a chance to view these books at the **John Carter Brown Library** reception. **Paloma Carbajal** from the **University of Wisconsin at Madison** discussed the "Cartonera" project at her institution. This publishing movement — a challenge to the publishing establishment — began in Buenos Aires in 2003. Cartoneras are books whose covers are different, while the content is the same; the cardboard covers of cartoneras are hand-painted by anonymous people or by known artists. Cartoneras are cheap and designed to be read by all — it is ironic that they are housed in special collection department in U.S. libraries. **Andrew Ashton** from **Brown University** brought the panel discussion into the digital age. He gave an enlightening presentation on how to engage students fully with digital resources. He discussed some interesting examples of how students and professors can add value to **Brown's** digital collection of Latin American travel accounts.

The **Pecha Kucha** panel, which consisted of quick presentations by five people, covered what's new at **LANIC** at the **University of Texas at Austin**, new tools for cross-campus collaboration at **Tufts University**, federated searching at **HAPI** and data visualization at **UCLA**, and bibliographic commons at **Indiana University, Bloomington**. Cataloging trends were also devoted a panel. **John Wright** from **Brigham Young University** discussed the shortcomings of cooperative cataloging which has not realized its full potential, the use of vendors for obtaining MARC records, and cataloging benchmarks at his institution. **Ana Cristán** of the **Library of Congress** gave a presentation on RDA (Resource Description and Access, the long awaited successor

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