

February 2010

If Rumors Were Horses

Katina Strauch

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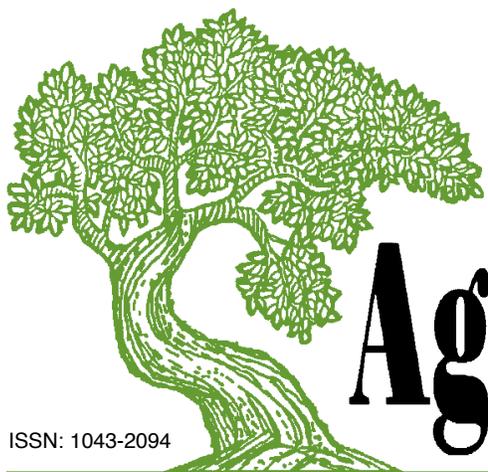
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Recommended Citation

Strauch, Katina (2010) "If Rumors Were Horses," *Against the Grain*: Vol. 22: Iss. 1, Article 1.

DOI: <https://doi.org/10.7771/2380-176X.5831>

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ISSN: 1043-2094

Against the Grain

"Linking Publishers, Vendors and Librarians"

The Great Debate: An Introduction to the 2nd Exploring Acquisitions Conference



by **Robin Champieux** (Vice President, Business Development, Ebook Library) <Robin.Champieux@eblib.com.com>

and **Steven Carrico** (Acquisitions Librarian, University of Florida Smathers Libraries, Box 117007, Gainesville, FL 32611-7007) <stecarr@uflib.ufl.edu>

Guest Editors' Note: *Rick Anderson, Sue McKnight, and Alice Keller spoke at the 2nd Exploring Acquisitions Conference held April 15 -17, 2009, in Oxford, England. They have offered us the gracious opportunity to issue their own written versions of their presentations. Additional papers from the conference will be included in subsequent volumes of Against the Grain. Following are Rick Anderson's "Managing Multiple Models of Publishing in Library Acquisitions," a thought provoking paper on the current state of publishing models that he presented at the conference. Another excerpt is Sue McKnight's short essay examining the very nature of a book "Is the Book Dead? Reminiscences from the Great Debate." And finally, Alice Keller's "The Perfect Library," which explores the concept of the "perfect library" — its articulation in history, literature, and within the context of current technologies.*

But first Robin and Steve present *"The Great Debate: An Introduction to the 2nd Exploring Acquisitions Conference,"* a small piece that summarizes the centerpiece debate of the conference.

On the afternoon of April 16, 2009, in the Oxford Union, two teams squared off in "Great Debate" to argue the current state of the book. "The house believes the book is dead" was the pronouncement from the floor and opened this rhetorical challenge. The statement is short but profound, challenging as it is ambiguous. Simple on the surface, it is a complex topic that is currently testing both the library and publishing worlds. At issue is a web of questions: what is a book? Is it the intellectual content found within or is it contingently defined by it being a paper and clothbound object? Are print books doomed — pushed aside by the ease of downloading

files onto portable eBook readers and other hand-held devices? Or, are books, clearly one of humankind's finest achievements, here to stay? These questions are pertinent for librarians and book publishers, and they are significant to any contention regarding the demise of the book. These questions also served as the backdrop for much of the on-stage and off-stage discussion at the **Exploring Acquisitions Conference**.

On one side of the debate were two Canadian librarians, **Melody Burton** and **Pam Ryan**, who argued that we may not have attended the funeral, but the book is most definitely dead. In opposition, **Bryan Ward-Perkins** and **Richard Fisher**, two of our Oxford hosts,

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If Rumors Were Horses

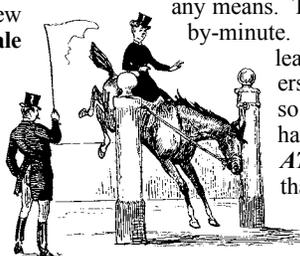
Among the big topics this month is the exclusive fulltext rights licensing of content of **Time, Inc.** titles by **EBSCO**. There have been several posts to the **ATG NewsChannel** (www.against-the-grain.com/). **Library Journal** has posted a page that pulls together much of the relevant information. <http://www.libraryjournal.com/article/CA6716858.html?nid=2673&source=title&rid=17202558>

And we will have an interview with **Patrick C. Sommers** of **Gale** in the April **ATG**. Watch for it.

The second big topic regards the pricing of **eBooks** brought to a head, so to speak, by the unveiling of the **iPad**. Y'all probably know more about it than I. Anyway, **Amazon** pulled **Macmillan** titles be-

cause they would not agree to **Amazon's** mandatory \$9.99 eBook price. Meanwhile, **Apple** was allowing pricing of \$12-15 per eBook distributed through its new **iBookstore** and readable on the **iPhone** or **iPad**. And there are more and more competitors. Seems like every other person these days has the new **Google Nexus One** and **Google** is also planning on opening a bookstore. And that's not all by any means. The landscape changes minute-by-minute. Seems that in the short-term at least, **Amazon** will allow publishers to set prices for their eBooks, so gone is the \$9.99 price. We have covered a lot of this on the **ATG NewsChannel** and I hope that you are all subscribers and reading and participating!!

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1043-2094 (201002) 22:1;1-1

From Your (get me out of this cold and wet!) Editor:



Have y'all been cold this winter? We in Charleston sure have!

Except for the times that I have been caught in out-of-town snow in places like Minnesota, Philadelphia, Chicago, Boston, and Richmond, I can count on one hand how many times I have encountered snow. But it sure did snow in Charleston this winter — 4-6 inches depending on where you were. What a shock it has been to adapt. I have worn my winter coat this winter more than I ever have in my life. And I am still wearing it even though February is almost over. Not to mention the rain. We are so wet we can't ring out anything!

Meanwhile, here at **ATG international headquarters**, despite power outages et al, we were working on another great issue. Our guest editors are **Robin Champieux** and **Steven Carrico**. They have put together a series of papers — by **Rick Anderson**, **Sue McKnight**, and **Alice Keller** — from the **Oxford Conference on Exploring Acquisitions**. They have also contributed their very first dialog, **Library Perspective, Vendor Response**. We

have several special reports from **Karen Christensen**, and **Yahiaoui Zahir** and his colleagues, and a report by **Allen McKiel** on the very first **Charleston Observatory Global Survey**. And while on the subject of Charleston, in this issue you will find the first installment of conference reports from the **2009 Charleston Conference** courtesy of **Ramune Kubilius** and her reporters. **Tony Ferguson** discusses China and **Google** in his **Back Talk** column, and our **Op Ed** this time is from **Michael Pelikan** about technology and market share. Our interviews in this issue are courtesy of **Greg Tananbaum** (**Catherine Mitchell** of **eScholarship**) and **Xan Arch** (**Jeff Dietrich** of **Coutts Information Services**).

And there's lots more I haven't even mentioned here! I have to go now. Seems that it's suddenly sunny and warm outside and I don't want to miss the Vitamin D! Let's hope for spring!

Much love and oh! Happy 2010! Yr. Ed. 🐾

Rumors from page 1

While I was working on **Rumors** today, I got an email from **Barbara Moran**, Interim **Dean of the UNC-Chapel Hill School of Information and Library Science**. She was reporting the death of **Dr. Edward G. Holley**, dean and professor at the school from 1972-1995 when he retired. **Dr. Holley** was a generous and kind man who always had time for colleagues and students. See the obituary this issue, p.14.

And, just recently **Dr. Gary Marchionini**, **Cary C. Boshamer Professor** at the **University of North Carolina at Chapel Hill**, has been appointed dean of the **School of Information and Library Sciences** effective April 1. A Carolina faculty member since 1998, **Marchionini** heads the school's Interaction Design Laboratory and chairs its personnel committee. He is president of the **American Society of Information Science and Technology**, chair of the **National Institutes of Health/National Library of Medicine's Biomedical Library and Informatics Review Committee** and previously was editor-in-chief of the **Association for Computing Machinery's (ACM) "Transactions on Information Systems"** from 2002 to 2008, has served on more than a dozen editorial boards and is editor of the **Morgan-Claypool** book series, "**Information Concepts, Retrieval and Services**."

<http://sils.unc.edu>

Just heard yesterday that the incredibly personable one-class-act **John Laraway** will be working with **YBP** longer as they transition customers from **Blackwell** to **YBP**. We at **Addlestone Library** of the **College of Charleston** are especially happy! Hooray!

In between traveling all over the country, the efficient **Mark Kendall** <mkendall@ybp.com> sends word of the following **Blackwell** representatives who will be joining the **YBP sales team** effective immediately — **Kim Anderson**, Senior Collection Development Manager and Bibliographer, **Mike Arnold**, Collection Development Manager, **Crystal Stamps-Etheredge**, Collection Development Manager, **Hannah Bucholz**, Collection Development Manager, and **Rex Steiner**, Middle East Sales Director.

Oh! And **Sylvain Robichaud**, **Blackwell's** Regional Sales Manager for Canada, has joined **YBP** and has been promoted to **Director of Sales for Canada**. **Sylvain** will be assuming the role previously held by **Michael Zeoli** who has been with **YBP** for many years. But I do remember when **Michael** worked briefly for collection development at **ebRARY** prior to his return to **YBP** nearly three years ago. **Michael** is now **Director of Consortia Sales and E-Content Sales Strategy**. Whew!

We told you about the she's-got-so-much-energy **Robin Champieux** in December/January. Well, now the spectacular **David Swords** has also joined **EBL**. **David** and **Robin** both come from **Blackwell** where **Robin** was Direc-

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Letters to the Editor

Send letters to <kstrauch@comcast.net>, phone or fax 843-723-3536, or snail mail: **Against the Grain**, MSC 98, The Citadel, Charleston, SC 29409. You can also send a letter to the editor from the **ATG Homepage** at <http://www.against-the-grain.com>.

Dear Editor:

How can I get a username and password for the **ATG NewsChannel**? I need one.

Robin Cleveland (Student, Trident Technical College)



Dear Robin — You clearly have not visited the **ATG NewsChannel** Website. Simply go to <http://www.against-the-grain.com/> and, IF YOU ARE A SUBSCRIBER TO THE PRINT MAGAZINE, you can sign up for a username and password. Thanks for asking! — Yr. Ed. 🐾

AGAINST THE GRAIN DEADLINES VOLUME 22 — 2010

2010 Events	Issue	Ad Reservation	Camera-Ready
MLA, SLA, Book Expo	April 2010	02/10/10	02/26/10
ALA Annual	June 2010	03/24/10	04/12/10
Reference Publishing	September 2010	06/30/10	07/21/10
Charleston Conference	November 2010	08/11/10	09/01/10
ALA Midwinter	Dec. 2010/Jan. 2011	10/30/10	11/10/10

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The Great Debate: An Introduction ... from page 1

maintained the book is not only still alive it is thriving in its old age. Vendors, publishers, librarians and scholars were among the audience. Who better to take part in debating whether the very foundation of libraries, the printed book itself, was extinct? To that end, many conference attendees stood to proclaim the printed book obsolete, or honor and defend the besieged monograph.

The debate was not only an impassioned ceremony, deliberations surrounding the announcement of the book's death served as the center issue to the conference itself. It is meaningful that the conference was held in a center place of Western and book culture, Oxford, England. This debate is not novel. Many in both the library and publishing worlds have explored and attempted to predict what effects a widespread demand for eBooks will have on the book, the publishing industry, and libraries. This same debate took place in the pages of the *Washington Post* and the *New York Times* — and yes, the articles were published both in print and electronic versions. In 2006, **Kevin Kelly** of *Wired* magazine wrote a piece entitled "Scan this Book!" in which he celebrates the **Google** scanning project and the implications of having the content of entire research libraries available in digitized format.¹ **Kelly** speculates that the "universal library" is now a possibility, "to have in one place all knowledge, past and present. All books, all documents, all conceptual works, in all languages." **Kelly** then reminds us that the portability of eBooks is but one of their great assists, that the real value of eBook technology is its ability via links and tags to reconfigure intellectual works by appropriating and reassembling text and information in new ways "as each word in each book is cross-linked, clustered, cited, extracted, indexed, analyzed, annotated, remixed, reassembled and woven deeper into the culture than ever before." By linking "snippets" of information to one another, **Kelly** claims this will create "a single liquid fabric of interconnected words and ideas," but how this staggering matrix of information would impact publishers and the model for publishing books is unclear yet conceivably earth-shattering.

Arguing against **Kelly** and his utopian vision of eBooks and the whole notion of "snippets" of information and the deconstruction of the printed book rose **John Updike**, the late author and print book lover. Speaking at a large exposition of booksellers, **Updike**

reacted to **Kelly's** article by commenting tongue-in-cheek that, "the book revolution, which from the Renaissance on taught men and women to cherish and cultivate their individuality, threatens to end in a sparkling pod of snippets."² Aghast at **Kelly's** contention that the entire author-publishing model was doomed, **Updike** concluded a rather irascible tirade with, "so, booksellers defend your lonely forts. Keep your edges dry. Your edges are our edges." The book convention attendees greeted **Updike's** defense of the book with rousing cheers. The Great Debate audience would have cheered him as well, judging from the majority of support it gave the book both before and after the debate. However, **Updike** would have been surprised and likely saddened that our debate produced more converts for the book's burial than its vitality.

That the golden era and primacy of the printed book has surely passed has been put forth by many, including the team of **Burton** and **Ryan**. As they reminded us, "news goes on but the newspaper is dead; remember Beta vs. VHS? Today it's all about content. We put our library books in storage, away from the space we make for computers and study spaces." If this viewpoint may seem threatening to print book devotees and to the print publishing industry, perhaps it is because the observations ring so true. New technologies have conquered the limitations of print. Supporters of **Burton** and **Ryan** gleefully described the research efficiencies, metadata, and content connections eBooks provide users, and championed portable eBook readers and handheld devices that can download and store hundreds of titles. The eBook aficionados also cited the inflexible nature and physical inferiority of print publications as compared to the electronic text. **Burton** concluded "we are probably the last generation who were taught with books as the centerpiece. Printed books will be archived. Recycled print is the future of the book."

Taking the contrary and perhaps the more emotional view, others argued heatedly for the vitality of print books and observed their sales continue to climb. **Ward-Perkins** conceded that online content has its merits but nevertheless defended the print book, "given e-content is as good or superior in short measures; but books are superior when you have to immerse yourself into a complex relationship... if I want to find out when **Thomas Paine** wrote something, going online is definitely the way to go; but if I want to read **Thomas Paine**, I want the book... and I don't want to interact with it or with others giving me their opinions of **Paine**... there's too much of that anyway."

and is active in various ALA discussion groups. Much of her past work has been in library technical services. **David** is **Vice President of Sales & Marketing** and he joined **EBL** in January at **ALA** in Boston. He too will work with customers directly, and he will help **EBL** to reach new parts of the market as well as expand strategic partnerships. I didn't know that **David** has a **Ph.D. in English** and taught technical writing for many years. Prior to his

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Many in the audience stood to support the printed book and pecked away at the seemingly formidable eBook, noting that you cannot curl up in bed with an eBook, nor take an eBook to the bath, and that reading online is tiring to the eyes. **Ward-Perkins's** defense of the book ended with the droll summation, "books are durable, you can skim through them, go back and forth, which is how people read. With eBooks you must scroll. Need I remind you, books replaced scrolls; and what is an eBook reader, but simply a glorified scroll."

Burton and **Ryan** may have won the debate on a technical knockout by swaying more converts than did the team of **Ward-Perkins** and **Fisher**, but what we really learned from the many conference presentations and ensuing discussions, and from the Great Debate itself, is that regardless of our individual stance on its health or demise, the book is evolving. In hindsight, both sides of the debate emerged as victors of a sort because there are plenty of readers for both mediums, and this readership need not be mutually exclusive. **Kelly** summarizes the issue as such, "the least important, but most discussed, aspects of digital reading have been these contentious questions: Will we give up the highly evolved technology of ink on paper and instead read on cumbersome machines? Or will we keep reading our paperbacks on the beach? For now, the answer is yes to both."

At **Oxford**, we too came to this conclusion. What we discovered at the end of our round of lively examinations and disputes is that the book is dead but it is also very much alive. If you take the stand that the book is defined by its intellectual content, not its container, then that content in electronic form is very much a book. However, what happens to this argument when you consider the recombination and linking of "snippets" that **Kelly** describes and the changed role of the reader? In this context, is the content still a book? If you believe that the book is defined by its container — the printed page — your beloved object may be in trouble, but this does not mean the book does not deserve our reverence and our support. At the booksellers convention, **Updike** stated this about printed books and their value, "for some of us, books are intrinsic to our human identity." Thus, the Oxford debate, much like the **Kelly** vs. **Updike** quarrel, brought us to a conclusion that was summarized best by **Jean-Claude Guedon** from the gallery in the Oxford Union: "the book is dead, long live the book!" 🌸

Endnotes

1. **Kevin Kelly**, "Scan This Book!" *New York Times Magazine*, May 14, 2006, accessed on April 26, 2009 at <http://www.nytimes.com/2006/05/14/magazine/14publishing.html?ex=1305259200&en=c07443d368771bb8&ei=5090>.
2. **Bob Thompson**, "Explosive Words: At BookExpo America, Publishing's Digital Wave Crashes Against a Literary Pillar." *Washington Post*, May 22, 2006, accessed on April 26, 2009 at <http://www.washingtonpost.com/wp-dyn/content/article/2006/05/21/AR2006052101349.html>.

Rumors

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tor of North American Sales and **David** was Vice President of Sales & Marketing. **Robin** joined **EBL** in November as **Vice President of Business Development**. Besides working with customers, she will be working to bring product improvement to market. **Robin** has an MLS, is a columnist for *Against the Grain*,

Is the Book Dead? Reminiscences from the Great Debate at the Exploring Acquisitions Conference

by **Sue McKnight** (Director of Libraries and Knowledge Resources, Nottingham Trent University, The Boots Library, Goldsmith Street, Nottingham, UK) <sue.mcknight@ntu.ac.uk>

As the adjudicator of the **Conference's Great Debate**, I realised that we had experienced a completely flawed scenario! There were passionate speeches on both sides, arguing positions on whether the book is withering and or withered, but we failed to define our topic.

What is a book? Does a book have to be in a print format? Is a book still a book when it is in a digital format? Is a physical book with additional digital resources available still a book? These fundamental definitional issues were not addressed in the debate. Perhaps, from the perspective that the debate was a form of entertainment, it did not matter. However, the confusion in definition helped sway the audience towards declaring the book as dead, because of the increasing use of digital resources.

However, taking a serious view of the issues, as a profession we ought to be careful

how we describe information resources in the future, so that there is no confusion about what we are discussing. Declaring that the book is dead will cause angst amongst readers who enjoy print books and authors who wonder how their thoughts can be made accessible to readers — not perhaps realizing that there are books, and there are other books. It will cause angst amongst publishers who contemplate publishing models and librarians who are challenged with questions about why libraries still need shelf space.

The **Great Debate** also failed to define the meaning of “dead” in relation to books.

Although the debaters who won, and very hand-somely I must add, claimed the “book is dead,”

the audience had physical books on their persons; were reading physical books in their hotel rooms; and, were buying physical books at **Blackwell's Bookshop** in Oxford. Hardly indicative that the book is dead!

The book is not dead! The book is morphing into new formats, which will increase access to some content for some people. Sometimes the older print will be preferred; sometimes a digitally-enhanced version will be a better fit for the reader's purpose.

There are very real challenges to be addressed. The **Great Debate** highlighted some of these.

May the debates continue! And, in retrospect, if we had defined what was meant by the term “book,” it might not have been such an interesting spectacle. 🐛



Rumors

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engagement with **Blackwell Book Services**, he was Vice President of International Sales for **YBP**. His article on a demand-driven acquisitions experiment that allows patrons a choice of an eBook or print copy will appear in the next issue of the *International Journal of the Book*. **Robin** lives in Portland, Oregon, and **David** in Warner, New Hampshire. Both **Robin** and **David** bring a wealth of knowledge and experience in bookselling, library supply, and academic publishing. Congratulations to **David** and **Robin**!

www.blog.ebilib.com/

Remember when everyone in the book business had worked at one time or another for **Prentice Hall**? Well, you may be too young, but I sure do. Well, now, everyone in the book business seems to have worked for either **Blackwell** or **YBP**. There are exceptions, but ...

Speaking of which, the indefatigable **Steve Sutton** <swsreads@yahoo.com> (once of ... YBP!) has joined **On Demand Books** as **Vice President, Director of University and Library Sales** as of February 5, 2010. **Steve** will be working with the **Espresso Book Machine** to mention just a few of his duties. We are looking forward to our interview with **On Demand Books' CEO Dane Neller**, coming soon in this space.

www.ondemandbooks.com

More **Blackwell** movement. Long-time bookseller **Scott Alan Smith** is pursuing his MLS and is enrolled at the **University of**

Texas, Austin's iSchool. He's still working for **Alibris**, and continues to organize the **Acquisitions Institute at Timberline Lodge**, along with **Faye Chadwell, Oregon State University**, and **Nancy Slight-Gibney, University of Oregon** (for **Timberline**, see libweb.uoregon.edu/ec/aitl, and note this year's keynote speaker is **Katina Strauch!**). Email remains <scott.alan.smith@comcast.net>; snail mail to P.O. Box 7579, Austin, TX 78713. See **Timberline's** ad in this issue, p.61.

Listen up! **Ronald P. Leonard** has been named director of the **Network of Alabama Academic Libraries (NAAL)**, a member-governed consortium of Alabama's public and private non-profit four-year colleges and universities, which is based in the **Alabama Commission on Higher Education**. **Leonard** comes to Alabama from Decatur, Georgia where he was marketing coordinator of **DeKalb County Public Library**. Previously, he worked for more than 12 years at **LYRASIS**, a membership cooperative for libraries. During that time he worked with libraries throughout the southeast as trainer, membership and marketing coordinator. **Leonard** began a career in library science working in the **University of Kentucky's Agriculture Library** and the **Center for Applied Energy Research Library**, a special library affiliated with the university. He holds a Master of Science in Library Science degree from the **University of Kentucky** and a Bachelor of Arts degree in History from **Western Kentucky University**.

Surprising! The innovatively creative **Tom Sanville** will join **LYRASIS** as the new **Director of Licensing and Strategic Partnerships** in April 2010. He will oversee

all vendor licensing, programs, and strategic partnerships, including the management of the electronic resources portfolio and supervision of the implementation of database licensing and other related products and services, in support of membership needs. “Working with the **LYRASIS** management team and membership is a great opportunity to expand on my past experiences,” he said. “I will work creatively with the libraries and library consortia across the regions to enact even more cost effective licensing programs that expand information at sustainable costs; and promote other service and product opportunities to help **LYRASIS** members advance and remain vibrant information service providers to their communities.” **Tom** will serve on the management team of the **Member Engagement division**, which oversees membership structure, member communications, and consortial licensing, as well the product and service-consulting program. **Sanville** has been **Executive Director of OhioLINK** since July 1992. The program now serves 89 member and participating institutions with a union catalog equipped with a statewide patron-initiated borrowing system, over 100 reference and research databases, and cooperative statewide electronic centers for theses and dissertations, journals, books, and digital media. He is the 2007 recipient of the **Professional Achievement Award for the Association for Specialized and Cooperative Library Agencies**, a division of the **American Library Association**. He is active in the development of the **International Coalition of Library Consortia (ICOLC)**, **Libraries Connect Ohio**, and other library organizations. **Tom** was formerly Vice President of Marketing for **OCLC** where he worked for ten years.

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to rummage the site and take away any books they wanted for free.¹² “Yesterday, Porsches and BMWs were parked alongside vans outside as the scavengers carried out their finds in crates and on trolleys. In an endearing display of how the British love the offer of something for nothing, someone had even come with a small trailer on the back of his car. Others were seen stacking books in prams.” This picture combines many elements of the Internet: access was unrestricted and free; you could take any and as many books as you wanted for free; the quantities were vast; it was totally self-service; there were no rules and no order. And whilst the threshold to content was lowered to an absolute minimum, disorder was increased to a maximum — and the public loved it! What does this show us? I think it explains that while for us librarians a perfect library obligatorily includes the features of order and tidiness, the public loves randomness and chaos. And it is, of course, precisely this randomness and chaos which stands out for us librarians as one of the limitations — or the benefits(?) — of the Internet.

Limitations of the Library on the Internet

But in order to get a better grasp of the limitations of the library on the Internet, I would like to reflect on two recent articles of **Johanna Drucker** and **Robert Darnton**.

Johanna Drucker, Professor of Information Studies at the **University of California at Los Angeles**, takes the view of a scholar in the humanities.¹³ Her point is that digitisation of content is not purely a technical matter of access. The online library cannot simply be created by mass digitization of printed material; what we need is a well designed digital working environment which serves the needs of scholarship. Otherwise “we will find ourselves in a future that doesn’t work, without the methods and materials essential to our undertakings.” One of the issues **Drucker** reflects on is the choice of copy for digitization: which version of a text should be digitized as a representative of a work? Or are there even differences between different physical items? For example, what about the copy-specific notes which can contain information of crucial importance to the future generation of scholars?

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Prior to **OCLC**, he spent seven years in the soft drink industry including marketing positions with **The Coca-Cola Company**. He has a BS from the **Georgia Institute of Technology** and an MBA from the **University of Michigan**. What a guy!

<http://www.lyrasis.org>

Got the most wonderful greeting card the other day from Bishop, Georgia. It wasn’t one of those electronic virtual thingies, it was a real card with real handwriting and typing and pictures and all that. It was from the incredibly amicable **Danny Overstreet** and his partner, **Monica Lynch**. **Danny** is still looking for the right job. Any employers out there?

Speaking of snail mail, got a copy of the **2007/2008 annual report of The U.S. Naval Academy’s Nimitz Library** from the incredibly clever and smart **Richard Hume Werking**, Library Director/Associate Dean for Information. Knowing that my son **Raymond** graduated from **West Point** several years ago, **Richard** thought I’d be interested in the building of the new library at the **U.S. Military Academy**. The library is called **Jefferson Hall** in honor of the third President of the U.S. who established the Military Academy in 1802.

A good example of such research can be seen in the work of **Peter Thompson**, Lecturer in Early American History at the **University of Oxford**. His research focuses on the marginalia in a 1649 tract “*Virginia Impartially Examined*,” where a single, relatively neat, seventeenth-century hand either strongly agrees or disagrees with the content of the tract.¹⁴

Most other scholars who do research on this tract will use the copy available on the Internet via **Early English Books Online**. But this surrogate is based on the **British Library’s** copy which does not contain the additional information which comprised an essential part of **Thompson’s** research. Indeed, **Drucker** is right: if all research is based on one identical digitized copy, it will lack the vibrancy which can be achieved by comparing different copies which have each undergone different treatment by past generations of readers.

This issue of quality, choice, and completeness was explored by **Paul Duguid** in his paper “Inheritance and loss”¹⁵ **Duguid** observes several shortfalls in **Google’s** digitization programme. He emphasizes



Fig. 3: Handwritten marginalia in **William Bullock’s Virginia Impartially Examined (1649)**, Bodleian Library.

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Speaking of history, was interested to see that the awesome **David Ferriero**, the 10th Archivist of the U.S., is the first librarian to serve in this position. The **National Archives** contains ten billion items (monumental to miniscule). **Ferriero** says, in an interview with **Liane Hanson** of **NPR**, that one of the most exciting things that he has seen there is a check for \$7.2 million to purchase Alaska from the Russians.

<http://www.npr.org/templates/story/story.php?storyId=122416367>

Moving right along in history, I have been continually captivated by **Robert Darnton’s The Case for Books** (Public Affairs, 2009). It was especially interesting to read his discussion of **Nicholson Baker’s Double Fold** (“A Paen to Paper,” pp. 109-129). One wonders how what libraries and librarianship are doing now with the printed and virtual record of humanity will be judged twenty-five or fifty or even a hundred years from now. Speaking of which, **Robert Darnton** will be one of our keynote speakers at the **2010 Charleston Conference!**

www.katina.info/conference

Speaking of the **Charleston Conference**, just got an email from the incredible **Edna Laughrey**, **Edna** said that a recent article in **The Charleston Report** by **Bob Holley**

<aa3805@wayne.edu> (“Ineffective Advertising,” **TCR**, v.14#4, p.1) hit the nail on the head. Check it out.

www.charlestonco.com/

And, speaking of **Edna** <elaughrey@verizon.net>, we are trying to get her to come to the **30th Charleston Conference** this November. When you see her, tell her to do that or send her an email! Much fun will be had by all.

Returning to the **Charleston Conference**, was corresponding with the awesome **John Tagler** <jtagler@publishers.org> (Vice President & Executive Director of the **AAP/Professional and Scholarly Publishing Division**) about a recent press release. Nine million illegal downloads of copyright-protected books were documented during the closing months of 2009, according to a new study. The independent study, conducted by the online monitoring and enforcement service **Attributor**, looked at illegal downloads of 913 popular titles. On average, each of the titles tracked was downloaded approximately 10,000 times. “...Those nine million pirated books should be a call-to-arms for policymakers, educators, and every reader who cares about the future of digital and printed books,” said **Tom Allen**, President and CEO of the **Association of American Publishers**. The study can be found online at http://www.attributor.com/docs/Attributor_Book_Anti-Piracy_Research_Findings.pdf.

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Overall, the size of the set and its “academic” subject matter will make it more appropriate for college, university, and professional libraries. However, larger public libraries where there is strong interest in environmental issues may want to consider making the commitment. At last check, both the first volume, *The Spirit of Sustainability* (978-1933782157, \$135) and the second volume, *The Business of Sustainability* (978-1933782133, \$135) can be ordered online.

(Sustainability is getting increasing attention in the reference literature. Greenwood’s three-volume *Encyclopedia of Sustainability* (2009, 978-0-313-35261-4, \$265) is now available and Springer is planning the release of the ten-volume *Encyclopedia of Sustainability Science and Technology* for 2012. Obviously far more technical in nature and intended for large university libraries, the projected price is \$8,100 and the ISBN is 978-0-387-89469-0.)

Depending on the type of library and the nature of the collection, some reference works are equally, if not more, appropriate for circulation. ABC-CLIO’s *The Great Depression and the New Deal: a Thematic Encyclopedia* (2010, 978-1598841541, \$180) is a case in point. These two volumes focus on a discrete but seminal period of American history that, given the current economic climate, is of increasing interest to students as well as the general public.

True to its subtitle, the *Encyclopedia* is divided into five separate themes or “depressions” that the editors feel define the Great Depression era. Volume one treats the economic, political, and social depressions while the second volume focuses on the artistic and ethnic depressions. Although all of these themes are critical to understanding this period, the section on the Ethnic Depression is particularly valuable in focusing on the plight of African Americans and other ethnic minorities. Their story is often overshadowed by the sheer magnitude of this national crisis. This set gives it the attention that it deserves.

Regarding the structure of these individual sections, each is introduced by an informative essay that recounts the essentials, as well as providing background and context. This initial essay is then followed by individual entries that consist of biographical sketches of prominent people, discussions of relevant laws, court cases and important government actions, and articles on specific occurrences, events, films, books, and other relevant works of art.

Overall, this is an effective arrangement. The introductory essays are very helpful in providing a broad and informed narrative while the entries fill in the specifics. The approach followed by the individual authors is straightforward and factual. The set is rounded out by close to 120 pages of primary source material, a chronology, and an index which, given the thematic structure of these two volumes, is essential in pinpointing specifics.

against the grain people profile

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BORN & LIVED: Algiers.

EARLY LIFE: Algiers.

FAMILY: Married, three daughters (14), (10) and (04).

EDUCATION: License (documentary science) **University of Algiers**; Master (documentary science) **University of Bordeaux France**; Doctorate (documentary science) **University of Bordeaux France**.

FIRST JOB: As a researcher and teacher.

PROFESSIONAL CAREER AND ACTIVITIES: Researcher and associate professor.

IN MY SPARE TIME I LIKE TO: Reading.

FAVOURITE BOOKS: Library science, information systems, competitive intelligence.

PHILOSOPHY: The creed on knowledge.

MOST MEANINGFUL CAREER ACHIEVEMENT: Publishing of articles, books, organizing proceedings, and conception of softwares.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: Take part in setting a national library network, organize seminars on documentary systems, and set a doctorate in information sciences.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: See the development of information content industry more than it is today, particularly in multimedia edition. 🌱



As noted above, *The Great Depression and the New Deal: a Thematic Encyclopedia* could find a home in either reference or circulation, depending on need and the nature of the collection. It should also appeal to a variety of libraries including high school, public, and undergraduate. Students will find these two

volumes a valuable resource for completing short assignments as well as getting a start on larger papers. At the same time, general readers will turn to them to get facts and perspective on one of the most trying and difficult eras in American history. 🌱

Rumors from page 28

I wondered if the piracy was extending to academic books as well and asked John if this was a potential topic for the **Charleston Conference**. Coming in November?

http://www.publishers.org/main/PressCenter/Archives/2010_January/EpidemicofOnline-BookPiracy.htm

More **Charleston Conference-wise**. Was talking to the effervescent **Joyce Dixon-Fyle** <joyfyle@depauw.edu> during the 2009 conference. **Joyce** is coordinator of Collection Development at **DePauw**. **Joyce** has agreed to be our **publisher profile column editor**. See one on **Berkshire Publishing Group** in this issue, p.70.

Cara Battaglini <cbattaglini@sla.org> sent the slate of candidates for the **SLA 2011 Board**. I was excited to see that the always-do-

ing-something-great **David Stern** was one of the candidates for President-elect. **David** is listed as “Maximize Information, Providence, RI” and I found him on **Facebook**. Good luck, **David**, and hope to hear more from you! www.sla.org/ www.facebook.com/

Reportedly, **Reed-Elsevier** is holding on to **Variety** after all. You’ll remember that **Reed Business Information** had put most of its U.S.-based trade magazines up for sale in 2008. <http://www.foliomag.com/>

Recently met up with **Philip Larson** and his lovely wife **Susan**. <parker-fox@msn.com>. They are booksellers and run **Parker-Fox, LLC Books** in La Grange Park, IL. And, they just put pictures of their two cats — **Percival** and **Huxley** — on the **ATG Pets Webpage**. Do you have a picture of a pet you can send us? <hindsl@gmail.com>.

<http://www.against-the-grain.com/category/pets/>

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590: Local Notes from page 61

benefits to it all — things that you couldn't likely learn anywhere else. For all of them, interviewing was amazingly and, in some ways wonderfully, heuristic. Together they highlighted three major professional advantages the process had to offer.

They contended first that interviewing forces you to reexamine a host of issues that you normally wouldn't consider. You have to think through where you are personally and professionally — where you plan to go, how you see librarianship, how you understand the issues. If there are technical advances that you need to master or key debates in the field that you need to understand, preparing for the interview makes you do both. If you are not sure where your strengths lie or how your weaknesses affect your work, getting ready for the interview will force you to find out. Indeed, the overall effects of preparing for the reckoning that an interview entails may be a bit like **Dr. Johnson's** famous observation about the personal benefits of execution. "When a man knows he is to be hanged in a fortnight, it concentrates his mind wonderfully."¹

Interviewing also gives one an in depth glimpse into another place. One respondent commented that you can visit with colleagues at a conference or talk with librarians over the phone, but nothing gives the depth of insight into another shop as well as an interview. You are there up front and personal, and you can see first-hand the problems and advantages of the place. Another colleague noted that only the experience of being part of an accrediting evaluation team begins to match the rare insights that an interview offers in terms of assessing either the feel or the understanding of an institution.

Finally, there is the fresh reevaluation of your current position and your current place — a realization that comes from going into an interview and stepping out of your own shoes for a season. Comparing another job, another institution, another library with your own, allows you so see benefits or drawbacks of the home turf. One colleague said that interviewing tends to cure his wanderlust — helps him to appreciate anew his current position. Another said that more often than not he comes back home with a renewed thankfulness about where he is and what he is doing. Try getting that perspective in some of your usual run-of-the-mill professional development scenarios that I mentioned earlier.

Of course, no matter how compelling job interviewing may seem or what advantages it may offer, it isn't for everyone. It all depends on where you are in your career and in your life. For many of you, stepping out of our routine, planning for an interview may be completely out of the question. You like what you do. You sense you are effective where you are, and you have no intention of leaving. I admire that sort of robust self-awareness and resolute contentment, provided neither are a disguise for complacency or a cloak for stagnation.²

Moreover, you may have no interest whatsoever in the host of the jobs that are offered. That is understandable, and it is completely acceptable. Indeed, don't go for an interview unless you are reasonably sure you want the position. Interview only for what you want or what you think you want. Anything less is at best ingenuous and at worst dishonest.

Given all of that, if you still have legitimate reasons to seek another job and you have genuine opportunity to explore a position, by all means go for it. Seize the day, attempt to get an interview, and give it your best shot. Win or lose, land a job offer or come away

convinced the search committee wished you had never applied, you are bound to gain much from the process.

On something of a personal and concluding note, I also find that going in for an interview can work as something of a catharsis. The perspectives gleaned, the skills honed, the insight gained function as an elixir. They serve as a balm. Like Ishmael's view of going to sea in the opening pages of *Moby Dick*, interviewing can help alleviate one's professional doldrums.

"Whenever I find myself growing grim about the mouth, whenever it is a damp, drizzly November in my soul; whenever I find myself involuntarily pausing before the coffin warehouses, and bringing up the rear of every funeral I meet... then I account it high time to get to sea as soon as I can."³

With no sea at hand and being a landsman of sorts, I do the next best thing in such a situation. I account it high time to get to a job interview as soon as I can. 🐼

Endnotes

1. **Boswell, James**, *The Life of Johnson*. London: Oxford University Press, 1960, p. 849.
2. Note: I argue that interviewing is the best avenue of professional development, just as I might argue that outdoor swimming is the best form of aerobics. Both hold true, even though the former won't appeal to librarians who have no intention of changing, nor the latter for people who live where outdoor swimming is out of the question — such as living in the arctic.
3. **Melville, Herman**. *Moby Dick or, The Whale*. New York: Dodd, Mead, 1922. p. 1.

Rumors from page 40

One of our **reference librarians** sent out this very nifty tool for finding acronyms. It's especially useful if you can't translate a text message. <http://www.acronymfinder.com/>

There has been a lot of speculation on **Ann Okerson's** **liblicense** about this recently. **Gale, part of Cengage Learning**, has acquired the assets of **Questia Media, Inc.**, a provider of information and educational resources to students through its **questia.com** and **questiaschool.com** products. **Questia** provides a premium subscription-based online information service that gives users access to more than 76,000 books from 300+ publishers and millions of articles from journals, magazines and newspapers. Financial terms of the acquisition were not disclosed. "**Questia** has developed excellent products for learners and educators, with quality content and unique technologies created specifically for college students, professors and high school students," said **Patrick C. Sommers**, president, **Gale**. "The business has a solid subscription base and is developing

unique applications to extend its reach to users around the world... A major focus at **Gale** is reaching users wherever they do their research and connecting them with high-quality content and the resources of their library. We see considerable synergy with **Gale's HighBeam, Encyclopedia.com** and **AccessMyLibrary** services, as well as our library products, and we look forward to the expansion of content and services that will result from this combination of resources." Recent product access enhancements introduced by **Questia** include an **iPhone** application enabling mobile access to **Questia's** entire library, and **Research Wizard**, a **Facebook** application that facilitates community research. **Gale** will support these and develop other new applications to enhance the research experience for users. **Tim Harris** is president and CEO, **Questia Media, Inc.** Customer service and technical support contacts will remain unchanged for customers at this time. www.questia.com. www.cengage.com or www.gale.com

Continuing with **Questia**, I can't help but point out that we at **ATG** have interviewed **Troy Williams**, once President and CEO of **Questia** several times, once, by **Judy Luther**,

when **Questia** had just gotten started (v.12#5, November 2000) and second, by yours truly, in v.17#2 (April 2005). The second interview is online in PDF. **ATG** clearly knows where the action is! And, a sidelight. My best friend when I lived in New Orleans briefly had an older sister, **Salpi**, who is now an M.D. But in another life, **Salpi** worked for **Questia**. What a small world! <http://www.against-the-grain.com>

Be sure and renew your subscription to **ATG!** Future issues of **ATG** will cover **ERM** (April 2010), **Collection Development Policies** (April 2010), **The Google Book Settlement** (June 2010), **Article Metrics** (September 2010), and **Sustainability** (November 2010). If you want to propose a topic for a future issue of **ATG**, the Internet lines are open! <kstrauch@comcast.net>

And, last but not least, the **call for papers for the 2010 Charleston Conference** is up on the Web at www.katina.info/conference. There is also a **call for Preconferences**. The deadline for preconferences is **March 15!**, so if you have a proposal, please put it in ASAP! The deadline for papers is the end of July. Come on down! Thanks! 🐼

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