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And They Were There-Reports of Meetings

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And They Were There

Reports of Meetings — QQML, BEA, and the 31st Annual Charleston Conference

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The 4th Qualitative and Quantitative Methods in Libraries (QQML 2012) International Conference — Absolute Hotel, Limerick, Ireland, May 22-25, 2012

Reported by: **Susan C. Awe** (University of New Mexico)

The growing interest in qualitative and quantitative methods and science for librarians produced this international gathering, and this trend has been accompanied by a corresponding shift in the necessity for knowledge and resources needed to support such research. Each conference includes research papers and applied works from all over the world. The purpose of this conference is to “support professional development of librarians and information specialists and advance the research on Library and Information Science” (from conference chair **Anthi Katsirikou**). This conference brings together researchers, technical developers, managers, and library professionals to describe achievements and trends in all types of libraries and is a social and scientific event to create human networks and share knowledge and experiences. A growing appreciation of what qualitative methods are, what qualitative research practice involves (interview, survey or talk to people and pick out themes), what kind of knowledge it can generate (ungeneralized anecdotes or user perceptions), how it can be assessed, and, most importantly, what education and training may be needed. Typically not appreciated is the significantly different philosophical understanding of qualitative and quantitative research regarding evidence and explanation, and the non-formulaic nature of the research process.

The first keynote speaker was **Ching-chih Chen**, Professor Emerita, **Simmons College**, Boston, MA, whose talk was entitled “Beyond Digital Libraries/Archives/Museums: How to Measure, Evaluate, and Assess their Impacts and Value?” Sessions following the keynote were generally organized under “E-books: Changing Hearts and Minds,” “Repositories and Open Access Movement,” “Historical and Comparative Case Studies Related to Librarianship,” “Quality Evaluation and Promotion of Info-documentary Institutions Services and Methods,” and “Using Qualitative and Quantitative Methods in Digital Library Education and Research.” Most sessions had 5-6 presenters, who in about 15-20 minutes generally accompanied by a PowerPoint presentation summarized their research. A second keynote on Wednesday was presented by **Markku Laitinen**, Planning Officer for the National Library of Finland, and entitled: “The Power of Data – Advocating for Library by Showing Evidence of Impact.” This speaker demonstrated a good sense of humor and an especially notable quote was from **Galileo Galilei**: “Measure what is measurable, and make measurable what is not so.” The second, third, and fourth days of the conference had a multitude of sessions. A sampling of the groups of presentations includes:

- Core Skills, Competencies, and Qualifications for Today’s Reference Librarians;
- Social Networks and Reference Services, Human Resources;
- Content Analysis Methodologies;
- Social Justice in Library and Information Science;
- Case Studies Related to Librarianship and National Heritage;
- Marketing Management Methodologies;
- Collection’s Policy-Digital Collections, and;
- Information Literacy.

Additionally, special sessions were coordinated by **Dr. Teresa S. Walsh** from the **University of Southern Mississippi** on “Bibliometric Research,” **Dr. Maria G. N. Musoke**, **Makerere University**, Uganda, on “Trends in Health Information Services,” and **Bruce Thompson**, **Texas A&M University**, on “Demonstrating the Value of the Library in the Academy,” to name some examples. The **University of New Mexico** was represented by **Susan Awe** and **Martha Bedard**, whose

talk on “Building Leaders for a Changing Environment,” co-authored with two other colleagues from New Mexico, discussed the University’s experience in adapting to this new model of librarianship.

In this sense, **QQML** represents the most current thinking in Librarianship, which is increasingly using data to improve and refine operations. It shows clearly that libraries are not passively observing new advances in methodology, but actively adopting and adapting them to further their mission. Attendees were presented a copy of the Abstracts from all the papers, running to 264 pages, at the conference registration, and the full proceedings are forthcoming. The abstracts plus additional information are also posted at the group’s Website: <http://www.isast.org/>.

As such, we look forward to **QQML’s 5th International Conference** which will be held in Rome, Italy in 2013.

Book Expo America 2012, Largest North American Publishing Trade Show — Javits Center, New York City, NY, June 2012

Reported by: **Dan Tonkery** (President and CEO, Content Strategies) www.contentstrategies.com

Book Expo is nearly a week-long effort held in New York City at the Javits Center in early June this year with over 1,300 exhibitors. The meeting’s main thrust is to allow an opportunity for the independent booksellers to meet with publishers and authors. The meeting is not open to the general public and requires a registration. This year, with over 30,000 attendees the buzz at the meeting was very positive among the exhibitors. Several publishers I talked with thought that the booth traffic was up over the last few years. It certainly appeared that the robust attendance affected the in-booth author signing this year and caused significant traffic jams in the exhibit aisles. Often adjacent booths would have attendees lined up for author autographs on both sides of the main aisles, causing foot traffic to come to a standstill.

Part of what makes **Book Expo** interesting is the number of related meetings that occur during the main trade show. I was fortunate enough to attend the **IDPF Digital Book Conference** on June 4-5 and spent some time at **BlogWorld & New Media Expo**. There is a special emphasis on digital publishing at **BEA 2012**, and an entire exhibit area is reserved for the Digital Discovery Zone. It is somewhat ironic but mostly frustrating that while the topics at these sessions are always state of the art, the attendees are sitting in a room trying to capture notes and comments with slow, unresponsive WI-FI service. The poor WI-FI service is not just at the Javits Center; last week at the **SSP** meeting in Arlington VA, I had the same poor connection issue. It just seems that hotels and conference centers have not geared up to support the online traffic. My recent WI-FI experience on Amtrak was even worse. Sorry for the digression. Now back to the meeting report.

The **Digital Discovery Zone** is an exhibit within the larger **BEA** exhibit where all the software companies providing a wide range of pre-publication, formatting, and conversion services for producing everything in electronic formats are located. The exhibitors included all the well-known companies like **Apex CoVantage**, **Aptara**, **SPi Global** as well as smaller companies like **Publishing Technology**. Any publisher looking for help in all aspects of producing eBooks could find an appropriate solution in the **Digital Discovery Zone**.

In addition to the large, well-established companies in the **Zone**, I found a number of small organizations offering some unique services. **Autography, LLC** from St. Petersburg, FL (www.autography.com) has a method of inserting an autograph into an eBook. Somehow the autographed page can include a photo of the author and consumer, and there is a way to export the photo to the customer’s social media. **Slicebooks**

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(www.slicebooks.com) is another new company which offers a solution to slice and remix eBooks in minutes. The librarian in me instantly decided that this slice and remix application might provide an easy way to produce custom course packs for academic course use. The technology is there to go out and slice chapters or more from a number of different eBooks and remix the content to produce a new eBook. Interesting idea, but not all of the copyright issues have been thought out.

While everyone knows that **Amazon** is the undisputed 600 lb. gorilla in the eBook world, supplying roughly 70% of the eBooks and readers, I was very impressed with **Kobo**. **Kobo** is a global leader in eReading with triple-digit growth with 8 million registered users in 190 countries. They have an inventory of 2.5 million titles. If I had to make a prediction, I believe that **Barnes & Noble** will split into two companies, and **Microsoft** will take charge of the **Nook** side of the business. I expect to see the brick-and-mortar stores sold off. At this point **B&N** is just not keeping up in the eReader race. Even with **Microsoft's** recent investment I believe it is coming too little and too late.

What is clear from recent studies reported at the meeting, there is widespread adoption of tablets and mobile devices as the platform of choice for eReading. **Kindles** and a host of other reading devices are on the market, and consumers are making a switch from print to electronic in a rapidly-growing rate. The rapid growth of e-Readers has provided rich soil for what some are calling the "golden age of

self-publishing." According to **Kelly Gallagher**, VP for publishing services from **Bowker**, in 2011 there were 211,269 self-published titles. That is up from 133,036 in 2010. The most popular genre in terms of units is fiction (45%). The top players in the self-publishing space are **Amazon's CreateSpace** at 57,602 titles; **AuthorsSolutions** 41,605 titles; and **Lulu** at 30,019 titles.

It is clear from talking to attendees and publishers at **BEA** that, while publishing is changing and sales are declining at the big brick-and-mortar stores, there is still a place in our society for the independent bookseller that has more to offer than just inventory. The small independent stores that survive are going to have to offer a community or environment for the reader that is engaging and interesting. **Amazon** has a commanding lead not because they are some evil empire out to control the world, but because of their technology and their paying careful attention to their consumers. They monitor and modify their systems based on the analysis of user behavior. They deliver services better than any other organization in our industry. Not only are they a big player in supplying traditional published works, but it is clear they have a strategy to capture the self-published works as well.

Attending **Book Expo** in 2012 is far different than when I was there in 1986 or even 1996. So much has changed, yet quality service, staying close to customers, and paying attention to details are still paying substantial rewards.

More is available at <http://www.publishersweekly.com/pw/by-topic/industry-news/bea/article/52216-bea-2012-self-published-titles-topped-211-000-in-2011.html>.

Issues in Book and Serial Acquisition, "Something's Gotta Give!," Francis Marion Hotel, Embassy Suites Historic District, Courtyard Marriott Historic District, and Addlestone Library, College of Charleston, Charleston, SC, November 2-5, 2011

Charleston Conference Reports compiled by: **Ramune K. Kubilius** (Northwestern University, Galter Health Sciences Library) <r-kubilius@northwestern.edu>

Column Editor's Note: *Thank you to all of the Charleston Conference attendees who agreed to write short reports that highlight sessions they attended at the 2011 conference. All attempts were made to provide a broad coverage of sessions, and notes are included in the reports to reflect known changes in the session titles or presenters that were not printed in the conference's final program. Please visit the Conference Website for archival information where a link to many presentations can be found on the 2011 Charleston Conference Slide-Share Group Page. Permission was received from all of the plenary speakers to post their recorded sessions online, so they are added to the Video page on the Conference Website. The 2011 Charleston Conference Proceedings will be published in partnership with Purdue University Press in 2012.*

In this issue of ATG you will find the fourth installment of 2011 conference reports. The first three installments can be found in ATG v.24#1, February 2012, ATG v.24#2, April 2012, and ATG v.24#3, June 2012. We will continue to publish all of the reports received in upcoming print issues throughout the year. — RKK

FRIDAY, NOVEMBER 4, 2011 MORNING PLENARY SESSIONS

Executives' Roundtable: The Boundaries are Getting Blurred

— Presented by **T. Scott Plutchak**, Moderator (Lister Hill Library of the Health Sciences, University of Alabama at Birmingham); **Paul Courant** (University of Michigan); **H. Frederick Dylla** (American Institute of Physics)

Reported by: **Fred Moody** (National Institute for Technology in Liberal Education (NITLE)) <fmoody@nitle.org>

Digital technology and the demand for public access to publicly-funded research has brought on a chaotic academic information environ-

ment where boundaries between publisher and librarian grow evermore blurred. "Look at the unhappily named digital humanities," noted panelist **Courant**, the **University of Michigan** librarian and publisher who is embroiled in a legal dispute over his library's digitization effort. "There is no version of record; you don't know where a given work stops anymore. And how do you tell the difference between the library who is trying to capture this stuff and the publisher trying to create it? Do we want to preserve the entire record? How do we declare a work 'finished'? What's our collection theory?"

The discussion was wide-ranging, often circling back to emerging business models in the sciences, including **Public Library of Science (PLOS)**, **Biomed Central**, **Elsevier's** social media connection, and others. All of it, the panelists believe, is trending inexorably toward open-access publishing. "We can do open access with the money currently in the system," **Courant** said, "but it will flow differently. We don't yet know what the incentive system will be to get provosts to write big checks."

I Hear the Train A Comin' — Presented by **Greg Tananbaum** (Founder and CEO, Anianet, Owner and Operator, ScholarNext); **Kevin Guthrie** (President, ITHAKA); **Anne Kenney** (Carl A. Kroch University Librarian, Cornell University)

Reported by: **Robin Sofge** (MLIS Student, University of South Carolina) <sofge@email.sc.edu>

As advertised, there were no PowerPoint presentations in this session but rather a lively discussion that included questions from the audience. **Tananbaum** acted as moderator.

Both **Kenney** and **Guthrie** were asked for their opinions about the biggest challenges facing libraries in the next two to five years. **Kenney** said it is looking at where materials budgets are going. For example,

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she explained that more resources are going to e-content. But the organizational constructs are embedded in physical facilities. **Guthrie** views the biggest challenges as the restructuring of relationships. He talked about a change in allegiances.

On the subject of vendor/institution relationships, **Kenney** explained that libraries are more than sales channels. She said libraries are also about issues including fair use. **Guthrie** focused on the business aspect. Regardless of whether subscription or open access, he said a big issue is how does the library value material it is getting. He said a big challenge for the community is how to figure out the value.

Kenney also raised the issue of access rights, explaining that libraries tend to want the same rights they had with physical materials. Publishers, she said, see it differently. **Guthrie** said it involves figuring out the new models. He said the concept of owning something has changed.

The Long Arm of the Law — Presented by **Ann Okerson** (Yale University); **Jack Bernard** (University of Michigan); **William Hannay** (Schiff Hardin LLP); **Lauren Schoenthaler** (Stanford University)
NOTE: Ann Okerson's affiliation is now Director, Office of Scientific & Academic Publishing for the Association of Research Libraries (ARL)

Reported by: **Catherine Giffi** (John Wiley and Sons, Inc.)
<cgiffi@wiley.com>

Ms. Okerson began the plenary session with an overview of the relationship between lawyers and libraries, dating back to 1973. While not all copyright cases, it was noted that the 1990s was a rich legal decade for the library world.

The Committee on **Copyright and other Legal Matters (CLM)** was created to monitor the **World Intellectual Property Organization (WIPO)** and to represent the **International Federation of Library Affairs (IFLA)** at key meetings. It is now headed by **Victoria Owen**, Head Librarian at the **University of Toronto Scarborough**. CLM is working on a draft, "Treaty on Copyright Exceptions and Limitations for Libraries and Archives," and that work is still in progress.

For more information: <http://www.ifla.org/en/clm>

<http://www.ifla.org/en/about>

<http://www.ifla.org/en/publications/draft-treaty-on-copyright-exceptions-and-limitations-for-libraries-and-archives>

Bernard was second to speak, and he delivered a lively overview of copyright law. Specific topics covered included criteria for copyright, rights given, and the **John Wiley** copyright case. In August 2011, the 2nd U.S. Circuit Court of Appeals ruled that **Supap Kirtsaeng**, a Thai man studying in the United States, infringed upon **John Wiley & Sons'** copyrights when he had his family send him cheaper foreign editions of **Wiley** textbooks, printed by **Wiley Asia**, that he then resold on eBay for a profit. At the time of the speech, no recommendation had been made in the case. As of January 6, 2012, the **Supreme Court** was asked to review the case of **Kirtsaeng v. John Wiley & Sons, Inc.**, which could have major implications for the first sale doctrine. The key issues with the case raised by **Mr. Bernard** included the issue of manufacture – specifically, how do we know where something was manufactured? This could impact lending rights and potentially encourages publishers to outsource jobs in order to benefit from the definition of "manufacturing."

Schoenthaler delivered an update of her presentation from the previous year, beginning with **Cambridge University Press et al v. Patton et al**, also known as the Georgia State legislation. The case is still awaiting a decision. This lawsuit brought by several publishers against **Georgia State University** involves the use of copyrighted materials in e-reserves in higher education, but the impact of the case and its potential results may be far more reaching.

More resources on that case are available on the EDUCAUSE Website: <http://www.educause.edu/policy/campus/resources/gastate>.

Next **Ms. Schoenthaler** spoke about the issue of accessioning digital materials, and the fact that tons of information is lost every day. In analyzing Fair Use, we must consider several factors, the most important of which is whether the use will be "transformative" and will change its original purpose into something new and different. We must use caution and recognize that:

- Licensing terms trump copyright,
- Privacy concerns of students persist long after they graduate, and
- Documents can be "hacked" (make sure the copy was lawfully acquired).

Hannay delivered an update on the Google Book case, which is not resolved and could impact every aspect of libraries. The court rejected the settlement because it created rights that Google would have going forward and could reduce the ability of current and future competitors to enter the market. It was, "not a resolution but a new world view." In the seven months since the settlement was rejected, Google and the plaintiffs have continue to negotiate but have not reached any agreement.

Next he reviewed the case of **SkyRiver Technology Systems v. OCLC**, an antitrust case that was filed in July 2010. **SkyRiver** and **OCLC** are competitors in cataloging. **SkyRiver** is accusing **OCLC** of monopolizing holding, cataloging, and integrating library systems. A motion to dismiss was filed in February 2011, and a decision is imminent.

FRIDAY, NOVEMBER 4, 2011 LIVELY LUNCHES

Global Student E-book Survey: Comparing 2008 and 2011 Trends and Perceptions — Presented by **Kevin Sayar** (ebrary, a member of the ProQuest family of companies); **Carol Zsulya** (Cleveland State University)

NOTE: This sponsored Lively Lunch required advance registration and it was held at an off-site restaurant.

Reported by: **Alison M. Armstrong** (McConnell Library, Radford University) <amarmstro@radford.edu>

The focus of this survey was on awareness and discovery of eBooks, how trustworthy of a source were usage statistics, and how much students think they use eBooks. Awareness in 2011 versus 2008 was about the same.

They are learning more from peers and Google, but librarians and instructors are still on top. It is possible that learning commons are contributing to peer knowledge sharing. Students who "don't care" about the trustworthiness of a source were down from 6% to 3%. They found that being able to download is important.

They concluded by asking "What can we do as vendors, librarians, and publishers to better address students' needs?" The audience members said:

- Make it simple
- Accessibility: least amount of clicks
- Discoverability
- eBooks could work just the same as e-journals with chapters the same as articles
- Market to faculty
- Roadblocks: lack of titles electronically – release print and electronic at the same time (audience applause.)
- Make downloading intuitive
- No DRM – it inhibits utility

Recent experience from audience member: read ebrary book and had to resize each page, by the time he got the page the right size, he had forgotten what was on the previous page.

Overall, this was interesting. I had a hard time with some of the responses because they didn't say how the question was worded. Several times, people asked for the wording to be able to put the response in context. It will be interesting to see the results.

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eBooks in Health Sciences - The Good, the Bad, and the Ugly (the 11th Annual Health Sciences Lively Lunch) — Presented by **Meg White** (Rittenhouse Book Distributors, Inc.); **John Tagler** (Association of American Publishers, Inc.); **Deborah Bleic** (The Richard J. Daley Library of the University of Illinois at Chicago); **Ramune Kubilius** (Northwestern University, Galter Health Sciences Library)

NOTE: **Nicole Gallo** (Rittenhouse Book Distributors, Inc.) replaced **Meg White** on the panel.

Reported by: **Ramune K. Kubilius** (Northwestern University, Galter Health Sciences Library) <r-kubilius@northwestern.edu>

The annual summary (including handout) by **Kubilius** provided an overview of health sciences trends and developments (some resonated at the conference). **Bleic** reminded attendees of eBook benefits: optimized access, multiple users, no weeding space issues, and the potential for future innovations. Challenges included: multiple interfaces, digital rights, single-use codes, missing content, “e” after “print.” “Ugly” aspects: loss of curatorial control by libraries. Her prediction? The digital divide will grow. **Gallo**, serving as moderator, also presented the aggregator viewpoint. She highlighted findings from several surveys (e.g., the 2011 “Point of Care Survey,” the 2011 “Global Student eBook Survey”). eBook availability has increased (but “where is the other 50%?”), there are more choices (but “waiting is the hardest part”), there are too many pricing and access models, and integration is a “work in progress.”

Tagler shared publisher industry association insights of note, e.g., no business model specifics can be discussed at meetings. eBooks benefits for publishers: new markets, data mining possibilities, links between books and journals, and re-usability of content. The short- and long-term outlooks are (still) very cloudy, and how do you count “sales”? Lively discussion, rhetorical issues, and questions included: people’s desire for data, publishers’ guardedness, “shelf-like” browsing functions, and discoverability from a marketing standpoint.

Am I Wasting the Library’s Money? Using Data to Assess Book Collections — Presented by **Clement Ho** (American University Library)

Reported by: **Alexis Linoski** (United States Naval Academy) <adlinoski0812@yahoo.com>

This Lively Lunch focused on collection assessment using circulation statistics over a period of years (2002 -2009) at **American**

University. When the assessment began, the question was: What is acceptable use? For them, one use equaled success, and no use in five years equaled a bad buy. However, acceptable use will vary by institution. Overall, over 80 percent of their collection circulated, with older titles having higher usage. **Ho** did note they weed aggressively.

Assessment was done by subject area and was used to identify gaps in the collection, review fund allocation, review book approval plans, and to help make individual book purchase decisions. A good portion of the session was discussion between **Ho** and the audience on a variety of things from the dates used in the calculations to how the data was pulled to the types of statistics that were being reviewed.

Saving Time, Energy, Keystrokes and Sanity — Presented by **Julie Kliever**, (Providence College); **John Riley** (BUSCA, Inc.); **Kenneth Hendges** (BUSCA, Inc.)

NOTE: **Lynne Branche Brown** (SkyRiver) also joined the presenters. She and **Kenneth “Charlie” Hendges** participated via an Internet telephone service.

Reported by: **Katherine Latal** (University at Albany, University Libraries) <klatal@albany.edu>

After **Riley** introduced the presenters to set the stage, **Kliever** detailed how she collaborated with **BUSCA** and **SkyRiver** to automate her library’s primarily manual ordering and invoicing process. Stemming from the desire to improve efficiency, **Kliever** requested modification to **BUSCA’s** work form to permit use of an existing field for a different purpose. To achieve this, **Hendges** revised the form to accommodate entry of a key data element that, in turn, populates a field that is required for order record creation in **Providence College’s** consortially-managed ILS (Millennium).

As orders are filled, **BUSCA** sends each shipment manifest to **SkyRiver**. Using the manifest, **SkyRiver** identifies the corresponding bibliographic records, appends the invoice payment information, and forwards the file to the library to overlay the brief records in their ILS. This is an excellent

example of library-vendor-bibliographic utility cooperation and ingenuity. Although this process is still being refined, all of the presenters noted that they see benefits from this endeavor and it may spark other opportunities for customer-level technical and service customization. Interest in this development was evident by the number of questions posed by the attendees regarding de-duping, staffing changes, support of MARC format, and details of the new workflow. 🌱

*That’s all the reports we have room for in this issue. Watch for more reports from the 2011 Charleston Conference in upcoming issues of **Against the Grain**. Presentation material (PowerPoint slides, handouts) and taped session links from many of the 2011 sessions are available online. Visit the **Conference Website** at www.katina.info/conference. — KS*

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sex work, sport, terror, Transnational Corporations, Twitter Revolution, water crisis, Web 2.0, Wikileaks, World Social Forum, and Zapatistas...”

- **Wiley Encyclopedia of Composites, 2nd Edition** (five volumes, ISBN: 978-0-470-12828-2, \$1,575) This updated editions “presents over 260 new and revised articles addressing the new technological advances in properties, processing, formulation, design, analysis, evaluation, manufacture, testing, and reliability of composites...”

Grey House has published the 2012 edition of **America’s Top-Rated Cities: A Statistical Handbook, 2012** (four volumes — softcover, ISBN: 978-1-59237-857-7, \$250.00) Libraries that have found prior editions useful will no doubt feel the same about the newest version. As in the past, this set offers “comprehensive statistical information in one ... source on 100 cities that have been cited as the best for business and living in the United States.”

Online database subscriptions are available for a single user at \$550. An online and print combination is available at \$700. For multiple-user and library Access, call 800-562-2139 for a quote. 🌱