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## Something to Think About

Mary E. Massey  
eileen4tinker@yahoo.com

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They have concerns about fertility issues and other aspects of life, and their treatment options need to take these into consideration. It is truly becoming a discipline of its own within oncology, and hospitals are grappling with where these patients should be cared for within the hospital setting. Another new journal is *Disruptive Science and Technology*, but what else would you expect from a disruptive publisher?

**ATG:** *Your son is working with your online Website and offerings. Can you tell us about his role in the company?*

**MAL:** My son decided to strike out on his own and is president and CEO of an aviation company, **Performance Flight**. Lewis made an extraordinary contribution to the company, particularly in growing our IT capabilities. It was a difficult decision, but it has worked out very well for all concerned.

**ATG:** *If you were to look into your crystal ball where do you see STM journal publishing in five years?*

**MAL:** Ours is an evolving field: New government mandates, new “publishers” such as **Howard Hughes Medical Institute** and **Wellcome Trust**, scientist revolts, over-pricing, and ensuring sustainable models.

Looking into the future, I am very concerned about the spam open access publishing that is a growing phenomenon. These companies are proliferating, peer review is nominal or non-existent, and like the Burmese python in the Florida waters, they continue to proliferate. I am absolutely astounded that there has been so little discussion about this in the library community, and I have the impression from listservs that if a company calls itself an open access publisher, they are accepted without question. However, much research is based on previous research that has been reviewed with the utmost integrity. And therapeutic options for patients are also partially determined by published papers. I am extremely worried about the consequences of the OA spam publishing endeavors. If peer review is

not authoritative and absolute, and done with the utmost integrity, it will be regrettable, with negative consequences.

I also am both amused and concerned about the gaming of both citation and usage factors. Both libraries and authors put great stock in both, and publishers teach authors how to push up their rankings. Currently, libraries give great weight to both, but I have seen some egregious steps taken by publishers, and there was an article about this in the *Wall Street Journal* in 2006. Citation data are two years old by the time they are published!

The future of STM publishing holds many changes, forwards and backwards. The author-funded model may have trouble sustaining itself, given budget cuts, and more authors are resisting the pay-to-publish option. Their institutions are assuming larger portions of their grant money, and all of these costs take away money that is best spent at the bench. Pay-per-view sounds attractive for a specific paper, but again it totally negates the importance of the serendipity factor that many times is what is responsible for the “Eureka” moment that results from less specific browsing. Perhaps there will be a blending of all three. Personally, I am tired of all of the long-winded discussions about gold, green, etc.

Usage factors also do not truly reflect the value of articles about esoteric research that find a home in very focused journals. Esoteric research has a very important role if there is to be meaningful progress in areas such as rare diseases.

**ATG:** *Care to make any predictions about the future of libraries? Of publishers? Of print?*

**MAL:** Sadly, librarians may find their role less important, and their libraries may shrink. Both print and online publications will survive, however, as did radio after the advent of television.

I believe that libraries have to think about their future very carefully. Will the libraries themselves still matter? Will researchers from various disciplines still come to the libraries and interact with one another? Why will they come? There won't be any stacks to browse

unfamiliar but possibly intriguing journals and ignite new and meaningful collaborations.... Also, sitting in front of a computer monitor doesn't foster much interaction. It may be that librarians will find that their positions will become virtual, and that the library space will be used for other purposes, new office space for other endeavors, etc. Librarians may find that there will be staff cuts in their future, since libraries as places for sharing information may not have the same priorities in institutions that need more space for other purposes, but do not have the budgets for new buildings.

**ATG:** *We have asked some pretty serious questions up until now, so we were wondering if we might switch gears a bit. Can you tell us what fun things you do with your down time? What are your main interests outside of work? Are there any recent books or movies that you'd recommend?*

**MAL:** Down time: I love to read, and my curiosity level is off the charts. I also have a backstage mentality. If I go to an art museum, for instance, I want to know where all the paintings are stored, on and off the premises; where the restoration is done, how may paintings that are donated are never shown, and how provenance is established (I am especially interested in that). Then I want to know how much money the gift shop makes and contributes to the funding of activities of the museum. If I go to the circus, I want to meet the dog trainer! I adore gardening, and my landscaper and I have become best buddies. I don't need very much sleep, so in the middle of the night, I do find myself Tweeting. A few years ago I had the pleasure of conducting the first movement of **Tchaikovsky's** Fourth Symphony with an orchestra in Westchester County, and I must say it was one of the most thrilling moments of my life. I would love to conduct it again, many times, the way **Gilbert Kaplan** (publisher of **Institutional Investor**) has conducted **Mahler's** 2nd Symphony....

**ATG:** *Any pet peeves?*

**MAL:** Not today, but please stay tuned!

**ATG:** *Mary Ann, thank you so much for graciously giving us your time and answering our questions.* 🌱

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## Something to Think About — Spring Changes

Column Editor: **Mary E. (Tinker) Massey** (Retired Librarian) <eileen4tinker@yahoo.com>

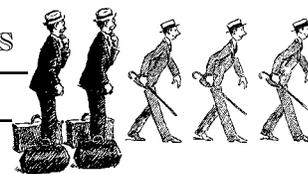
It's that time again when we go through evaluations, clean shelves and cabinets, and reminisce about the old times. At ERAU, many of the folks can talk about beginning in trailers, living in the ABC complex, and then being in the present structure, the No.4 building behind the **Orville** and **Wilbur Wright** statue of the Kitty Hawk plane. We're almost to graduation, and we watch as so many groups and families take pictures around the plane. There is talk of moving the plane closer to the Boulevard for a dramatic flare, but we all really love being able to locate ourselves behind it, as

a direction finder. From being an appendage to being a vital force on the campus has been an exciting challenge for those who have that history. So many things change in a library's life.

Remember all the ways we did things without computers: handwritten call numbers, embossed ownership, colored tape for locations, pre-cabinet shelving for microfilm in Technical Services, 8am-5pm service, and many others I don't know from my lack of history. I get a thrill just to hear and see the planes on the tarmac behind the school. Our new hangar and research facilities are almost complete

now. It's been awhile since the tornadoes took the old ones down. The ABC teaching structure is almost down and the new complex will begin construction this summer. Another floor of our library is being converted to office space, and the books have been weeded beyond belief! We have 24/7 reference, especially for our worldwide campuses. We are open most days, but the campus is forcing workers to a more conventional four-day week, so the library is really having to figure out some difficult schedules

*continued on page 40*



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**ATG:** Well, Fritz, you've run *Book News* for a long time. How long, and why?

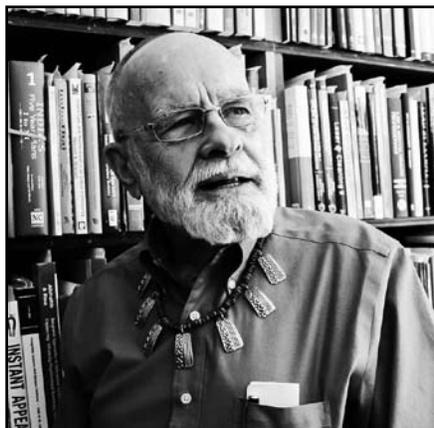
**FG:** *SciTech Book News* was started 36 years ago. *Academic Book Center*, only a couple years old, needed a boost, and I recalled **Lyman Newlin's** description of a **Kroch's** and **Brentano's** newsletter, *Book Chat*, in which he promoted new books in his department—technical books. I struggled with *SciTech Book News* for some years, while **Lyman ran Coutts'** U.S. office. When **Lyman** went independent we were among his first clients. He had great connections with sales and marketing executives at the major houses and opened a lot of doors for us. With the passing of years many of his friends had moved from sales/marketing to the corner offices—great connections that opened many doors.

**ATG:** What are the most substantial changes you have seen over these last 36 years? How have you adapted so well?

## Something to Think About from page 38

to cover the six days (we are not open Saturday in the summer).

I am excited about the coming preservation of our eclectic print materials. We spent a great deal of time inventorying and cataloging old serials, so that this project could happen and grants could be written. I hate to see the soaring plane exhibit dismantled, but there are many new projects that will be possible because of it. As we get more in touch with our digital products and converting print to digital, other formats and diverse teaching methods will find their way into the library. We are beginning to share many products and the digital projects will avail us of connections with other schools who have complementary materials. We are about to realize a more complicated and important change for libraries than the Age of Computers. Let us think about that and smile! 🌱



**FG:** Changes—oh, woe. M&As, which I regard as “Mess-ups & Anguish,” have often corrupted scholarship while charming investors and afflicting those dealing with the resulting leviathans. Digitization has put many works out of our range—for now; it has been a pivotal benefit in giving us a massive increase in circulation. Book production has deteriorated with the adoption of cheaper manufacturing methods and materials [glued pages; ugly and ill-feeling plastic-over-boards instead of time-honored book cloth; offset printing instead of, admittedly infrequent, letterpress printing—in a word, business school ideals: profit, quick and abundant, over quality.

Adapting, thus far, hasn't been all that difficult largely because we're one of the very few media sources with an exclusive focus on scholarly and professional books. And *Book News*, unique among reviewing media, aims at a very high level of comprehensiveness. We're doing pretty much the same thing we were doing in 1980, and what we do continues to be useful even—or especially—in the new digital environment.

**ATG:** What strategies would you recommend to succeed in this constantly changing business? Any overarching attitude?

Unsurprisingly, the chief strategy I'd advance is meant for publishers—send all high-level new books for our treatment [**Irv Rockwood, CHOICE**, once observed that *Book News* provided a service that would reward publishers even without our reviews—the aggregation of some 20,000 scholarly titles each year is of extraordinary value to collection development librarians]. Attitude—now that's a poser, had never thought of it. I'd say it requires a certain knowledge of information needs in libraries [probably unique, is our display of thorough bibliographic detail]; a respect for real books [we're not into eBooks yet]; and, rare in reviews, we draw attention to the, also rare, aesthetic book—fine paper, good [Smythe-sewn] binding, book cloth instead

of the offensive slick plastic binding material, and respect for legibility [computer geeks will deliver a seven-inch long line of text instead of going double-column, and, too often, use cute, screwy (illegible) typefaces].

**ATG:** Do you not publish a few other titles?

**FG:** Spring 1986 saw the first issue of *Reference & Research Book News (R&R)*. I'd been selecting likely titles for *SciTech* from MARC proofslips. There I encountered a lot of interesting titles that could, under no pretense, be included among STM books; *R&R* was the answer. In the period 1989 through '92 we published *University Press Book News* and terminated it when too many presses declined to participate. We rolled those reviews into *R&R*. *Art Book News* pleased the art-loving editor but failed to ingratiate the treasurer.

**ATG:** Who does your reviews? Are they scholars with related subject expertise? Librarian/bibliographers? Do you require certain credentials before someone is permitted to review for *Book News*?

**FG:** Our writers all have a subject expertise, but they're all capable of writing about a wide range of related subjects. They're all required to write to purpose—that is, to deliver a clear and concise overview that carries information about the book's genesis, scope, authorship, and readership. The idea is to provide data that the book selectors need rather than critical analysis. We ask reviewers to refrain from criticism unless the level of research is obviously deficient, and we do mention defects in book preparation or production. To minimize error we allow publishers to fact-check reviews prepublication. Because our objective is to provide a concise overview of the contents of a book rather than a critical analysis, our writers are asked to refrain from expressing any personal bias unless the level of research is obviously deficient.

**ATG:** What brings review copies to you? Do you get much “dross”?

**FG:** The major (sagacious) houses send their scholarly titles upon publication. We continue to read MARC tapes to capture **LC's** bibliographic descriptions and to pick up the due dates from the **CiP** records. We solicit books from benighted publishers; from those houses publishing so broadly that a blanket order is unrealistic (we review neither those books you once succinctly denominated “works of the imagination” nor the mass of un-scholarly dross); from new publishers; and we query those books that seem overdue. Eager self-published authors do sometimes bother us with their (generally) regrettable offerings.

**ATG:** What do you mean by syndication exactly? In any case, it sounds like your business is moving online. Do you have any

*continued on page 42*