

November 2005

Table of Contents

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



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

Recommended Citation

(2005) "Table of Contents," *Against the Grain*: Vol. 17: Iss. 5, Article 41.

DOI: <https://doi.org/10.7771/2380-176X.6381>

This document has been made available through Purdue e-Pubs, a service of the Purdue University Libraries. Please contact epubs@purdue.edu for additional information.

Against the Grain

Against the Grain (USPS 012-618) (ISSN 1043-2094) is published six times a year in February, April, June, September, November, and December/January by Against the Grain, LLC, 209 Richardson Ave., MSC 98, The Citadel, Charleston, SC 29409. Subscription price per year is \$40 U.S. (\$50 Canada \$70 foreign). Periodicals postage paid at Charleston, SC. **Postmaster:** Send change of address to Against the Grain, LLC, 209 Richardson Ave., MSC 98, The Citadel, Charleston, SC 29409.

Editor:

Katina Strauch (College of Charleston)

Associate Editors:

Rosann Bazirjian (UNC-Greensboro)

Cris Ferguson (Furman University)

Tom Gilson (College of Charleston)

Joyce Ogburn (U. of Washington)

John Riley (Eastern Book Company)

Research Editors:

Barry Lee (Research & Reference Services)

Judy Luther (Informed Strategies)

Assistants to the Editor:

Anne Jennings (A.Jennings Legal Research)

Ileana Strauch

Toni Nix (Just Right Group, LLC)

Contributing Editors:

Richard Abel (Consultant)

Dora Biblarz (Arizona State University)

Nat Bodian (Publisher's Marketing Consultant)

Sever Bordeianu (U. of New Mexico)

Liz Chapman (Oxford University)

Eleanor Cook (Appalachian State University)

Nancy Dennis (U. of New Mexico)

Eamon Fennessy (The Copyright Group)

Anthony Ferguson (U. of Hong Kong)

Ruth Fischer (R2 Consulting Services)

Julie Gammon (U. of Akron)

Miriam Gilbert (Consultant)

Julia Gelfand (University of California, Irvine)

Chuck Hamaker (UNC, Charlotte)

William M. Hannay (Schiff, Hardin & Waite)

Don Jaeger (Alfred Jaeger, Inc.)

Tom Leonhardt (St. Edward's University)

Rick Lugg (R2 Consulting Services)

Fred Lynden (Brown University)

Kathern Miraglia (Catholic University)

Jack Montgomery (Western Kentucky University)

Matt Nauman (Blackwell's)

Sandy Paul (SKP Associates)

Elsie Pritchard (Morehead State University)

Pamela M. Rose (SUNY Buffalo)

Jared Seay (College of Charleston)

Albert Simmonds (OCLC)

Deborah Vaughn (College of Charleston)

Proofreader: Carol Lyle (Summerville, SC)

Graphics:

Bowles & Carver, *Old English Cuts & Illustrations*

Grafton, *More Silhouettes*

Ehmcke, *Graphic Trade Symbols By German Designers*

Grafton, *Ready-to-Use Old-Fashioned Illustrations*

Crawhall, *Pictorial Archive of Quaint Woodcuts in*

The Chap Book Style

Production:

Toni Nix, Just Right Group, LLC., P.O. Box 412,

Cottageville, SC 29435, ph/fax: 843-835-8604

alt. fax: 843-835-5892 <justwrite@lowcountry.com>

Ads Manager:

Edna Laughrey Internet: elaughey@aol.com

phone: 734-429-1029, fax: 734-429-1711

Send ad materials to:

Attn: Toni Nix, Just Right Group, LLC

398 Crab Apple Lane, Ridgeville, SC 29472

Publisher:

A. Bruce Strauch

Publisher Relations:

Lyman Newlin (Book Trade Counsellor)

Send correspondence, press releases, etc., to:

Katina Strauch, Editor, *Against the Grain, LLC*,

209 Richardson Ave., MSC 98, The Citadel,

Charleston, SC 29409. phone or fax: 843-723-3536

Internet: kstrauch@comcast.net

Against the Grain is indexed in *Library Literature*,

LISA, *Ingenta*, *BUBL*, and *The Informed Librarian*.

Authors' opinions are to be regarded as their own. All rights

reserved. Printed in the United States of America. This issue was

produced on a Power Mac G4, with Princeton Color Monitor, and

AGFA Imagesetter, using Microsoft Word,

Adobe Photoshop 7.0, and Pagemaker 6.5

software under Mac OS X.

Against the Grain is copyright ©2005

by Katina Strauch



AGAINST THE GRAIN

TABLE OF CONTENTS

v.17 #5 November 2005 © Katina Strauch

ISSUES, NEWS, & GOINGS ON

Rumors	1	Letters to the Editor	6
From Your Editor	6	Deadlines	6

FEATURES

Charleston Conference Issue — Guest Editor, Jill Carraway (Wake Forest University)

Getting More From Your Electronic Collections

1
Through Studies of User Behavior by **Tim Bucknall** — *By analyzing patron behavior and preferences within Web-based information sources and services, libraries can adjust their electronic collections environments to better meet user needs and generate significantly more traffic.*

Maximizing the Value of Usage Data ..

20
by **Elise Anderson** — *Usage statistics are an important part of the decision-making process in electronic journal selection.*

Deep Linking — Beyond Journal

Articles

22
by **Chuck Hamaker** — *Deep linking must become ubiquitous from catalogs, from Abstracting and Indexing services and from other identification tools for content beyond journal articles. Its lack is a major obstacle to the full use of networked electronic content. Responses from Stephen Rhind-Tutt, Jean Bedord, Ron Boehm, and Angela D'Agostino are included.*

NISO Metasearch Initiative

26
Targets Next Generation of Standards and Best Practices by **Cynthia Hodgson, Andrew Pace,**

and **Jenny Walker** — *This is the first of a two-part article on the Metasearch Initiative of the National Information Standards Organization.*

Evaluating the Effectiveness of

30
Sharing E-Journals via a Consortium by **Tim Bucknall** — *This article examines data from the first few months of the Carolina Consortium's existence to see if its greatly expanded journal content is proving to be both useful to patrons and affordable to libraries.*

Analytical Skills for

34
Collection Development and Journal Management by **Emily Stambaugh** — *To effectively manage collections in a digital age, libraries could benefit from a set of analytical skills commonly found in the private-sector.*

Op Ed — Vestiges

40
by **Mark Herring** — *Intelligent design now roils those within the scientific community. And the first ID case is going to court.*

Back Talk

94
Information Commons: The Walmartization of Libraries and Learning by **Tony Ferguson** — *Tony takes a look at the most successful implementations of this concept.*

ATG SPECIAL REPORTS

In Indian Territory

56
by **Gene Waddell** — *This article is about primary sources of information recorded by travelers who visited Indian territory rather than about the secondary accounts of anthropologists who visited reservations.*

How to Beat the Serials Crisis

87
by **Helle Lauridsen** — *Roughly translated: Go Online if at all possible! was the mantra.*

A Pennsylvania Library

Collaborative

88
Celebrates its Past and Plans for its Future A Forty-Year Commitment to People, Service and Collection Development by **Doug Cook, Steve McKinzie,** and the **ACLCP 40th Anniversary Planning Committee** — *ACLCP is an organization with both a rich history and the promise of a robust future.*

ATG INTERVIEWS

Jane Burke

42
General Manager, Serials Solutions by **Cris Ferguson**

Howard Harris

46
General Manager, Library Dynamics by **Robyn A Dudley**

ATG PROFILES ENCOURAGED

Edited by **Allison Mays**

David S. Moore, Schenectady County Community College

REVIEWS

From the Reference Desk

52
Reviews of Reference Titles by **Tom Gilson** — *Greenwood Encyclopedia of African American Literature; and Cultural Encyclopedia of Baseball are just two of the titles Tom reviews this month.*

Book Reviews

54
Monographic Musings by **Debbie Vaughn** — *This month, consider the library "bookstore model."*

CHARLESTON CONFERENCE ISSUE

LEGAL ISSUES

Edited by Bryan Carson, Bruce Strauch, and Jack Montgomery

- Cases of Note** 60
- Unconscionability in Attorney's Fees and an Amazing Traipse Through Rock 'n Roll History** by **Bruce Strauch** — *This case involves copyright litigation, but doesn't advance your knowledge of copyright law in the least.*
- Questions and Answers** 64
- Copyright Column** by **Laura Gasaway** — *Questions and Answers galore! If a media producer installs copy protection on a film, does that remove someone's fair-use rights? Lolly tells us!*

PUBLISHING

- Biz of Acq** 66
- Bottom Feeding For Books: A Dual Strategy or Increasing Print Acquisitions and Circulation** by **David S. Moore** — *A multi-year study compares cost and circulation of print books purchased through various methods.*
- Books Are Us** 70
- by **Anne Robichaux** — *This column covers fictitious accounts of people in our industry — librarians, publishers, vendors, booksellers, etc. — people like us.*
- Case Studies in Collection and Technical Services** 72
- by **Anne Langley** — *Case Study One: I am not the Expert! Or, how to approach doing collection development in a subject in which you have no expertise. A new column!*
- And They Were There** 74
- Reports of Meetings** by **Cris Ferguson** — *This issue's report is on the North American Serials Interest Group (NASIG).*

BOOKSELLING AND VENDING

- Drinking from the Firehose** 75
- The More Things Change, the More They Stay the Same** by **Eleanor I. Cook** — *Change has become a word that means nothing anymore, because we hear it so often.*
- Leaving the Books Behind** 76
- A New Adventure in Serial Land!** by **Mary Tinker Massey** — *Where is Mary and What is she doing? Find out here!*
- Little Red Herrings** 77
- A Pascal Primer** by **Mark Herring** — *More on PASCAL. Let's hope it continues in perpetuity!*
- Group Therapy** 78
- by **Beth Bernhardt** — *Open Access awareness programming.*
- Bet You Missed It** 79
- by **Pamela Rose** — *What do the FCC and China have in common?*
- Something to Think About?** 86
- Recycle Bin** by **Mary Tinker Massey** — *Recycle bin, Trash bin, whatever we call it, we must think seriously about the way we use it and where the information goes.*

INTERNATIONAL

- International Dateline** 80
- Open Access Gathers Pace in Europe** by **Peter T. Shepherd** — *A growing list of organizations not only tell researchers how they would like their results to be published but are also prepared to fund author charges to allow open access. This will further encourage a shift by authors towards open access publishing.*

TECHNOLOGY AND STANDARDS

- Webworthy** 16
- by **Pamela Rose** — *Unique and interesting Websites organized by broad subject area. Do you know about paleontological illustration? Read about it here.*
- Technology Left Behind** 83
- The Wide World of Wikis** by **Cris Ferguson** — *Wikis have significant potential for use on an academic campus and in the library in particular.*
- I Hear the Train A Comin'** 84
- SPARC** by **Greg Tananbaum** — *This month's column is an interview with Heather Joseph who follows Rick Johnson as Executive Director of The Scholarly Publishing and Academic Resources Coalition.*
- Wandering the Web** 92
- Subcultures on the Internet?** by **Jack Montgomery** — *Since his college days, Jack has been fascinated with the history, presence, persistence, and variety of subcultures in the greater American society.*

ETC.

- Adventures in Librarianship** 38
- A Difficult Birth** by **Ned Kraft** — *In its ongoing effort to educate younger librarians about the history of their noble profession, ATG presents a short narrative of early vocational developments.*

"Linking Publishers, Vendors and Librarians"



Against the Grain

Uncommon ...

Against the Grain is your key to the latest news about libraries, publishers, book jobbers, and subscription agents. *ATG* is a unique collection of reports on the issues, literature, and people that impact the world of books, journals, and electronic information.



Against the Grain

Unconventional...

ATG is published six times a year, in February, April, June, September, November, and December/January. A six issue subscription is available for only \$40 U.S. (\$50 Canada, \$70 foreign), making it an uncommonly good buy for all that it covers. Make checks payable to *Against the Grain, LLC* and mail to:

Katina Strauch
209 Richardson Avenue
MSC 98, The Citadel
Charleston, SC 29409

Name	Address	City	State	Zip
			Phone	
		Company		
		Email		