November 2013

If Rumors Were Horses

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Against the Grain

"Linking Publishers, Vendors and Librarians"

Our Next Challenge: Integrating Video into the Academy

by **Stephen Rhind-Tutt** (President and Founder, Alexander Street Press) <rhindtutt@astreetpress.com>

Historically, librarians and publishers have often struggled and failed in regards to media. WorldCat lists hundreds of copies and iterations of *The Illustrated London News* currently in circulation. What a pity that in the 1920s not one of these copies was weeded out to make place for the thousands of jazz records that are now lost. The Library of Congress¹ has documented that only 20 percent of U.S. feature films from the 1910s and 1920s survive in complete form in American archives; of the American features produced before 1950, only about half still exist.

Preservation is only one instance where the library and publishing communities have favored the printed word. Books and journals are the reigning formats. Data from the **Institute of Museum and Library Services** show that a whopping 67 percent of public libraries'

collection development spending is on print materials and just over 20 percent on all newer format materials — audio, video, DVD, and microform — combined.² Abstract and indexing databases historically omitted media. MARC records, DOIs, SFX, Z39.50 — almost all library standards are book- or journal-centric. Cataloging for shorts, documentaries, and independently produced films is at such a level that we have no way of knowing how much has been lost.

This would be bad enough if media were a marginal part of our culture and our communication. But the opposite is the case. In the two days surrounding New Year's 2013 the world posted 1.3 billion (yes, billion) images on Facebook.³ Every minute, 100 hours of video are posted to YouTube.⁴ When factoring in sites like Flickr and Picasa, it's reasonable to project that the Web will contain more than one

trillion images before 2020. Video and images are ever more important in our society.

Ah, yes, I hear you say, most interesting, most impressive, but what does it have to do with my institution? These items are of marginal interest to the day-to-day operations of faculty. My budget is too meager to be wasted on entertainment. I have to focus on impact factors and accreditation — on the "real" world of knowledge.

The counter to this argument is clear. For example, the 2012 Ithaka S+R survey of faculty members at U.S. four-year colleges and universities revealed that "films, artwork, or other non-textual sources" were assigned more frequently than were monographs in the social and natural sciences.⁵ *The Chronicle of Higher Education* too reported growing instances of final papers and capstones being presented in multimedia.⁶

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If Rumors Were Horses

Welcome to Charleston and the **ATG** Charleston Conference issue!

Let's start with a few mysteries. In this issue, we have a small humorous piece by the **Nemesis**. The **Nemesis** made his/her first appearance in early **ATGs** and stayed on quite a while. (no, I am not going to give you a citation! and no! I am not the **Nemesis**). This is a mystery. Can you guess who the **Nemesis** is?

Pictured is **Kayla**, daughter of **Miriam Farhoumand Long**, who just turned five.

Don't know how many of you remember or have

seen **What's My Line** on YouTube? There is even an entry in Wikipedia. **What's My Line** was a quiz show that included a "mystery guest" usually a celebrity. Got to thinking about what fun it might be to have a mystery guest author as a surprise to spice up the **Conference** (always looking for variety and a change of pace!). What do y'all think of that idea? Comments?

Speaking of books and mysteries, the marvelous **Claire Fund**, the acting director of the **Addlestone Library** (God bless her) turned me on to a mystery called *Mr. Penumbra's 24-Hour Book Store* by **Robin Sloan**. Since I haven't had a chance to read it yet, I asked my son, **Raymond Walser** to tell me what he thought of the book. **Raymond** is a bookman (where did he learn that? spent his childhood in the library, I guess). There will be a review

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From Your (covered up with stuff) Editor:

I am the superstitious type. I think it's a Greek characteristic. The wedding is coming up. And right after that comes the **33rd Charleston Conference**! Yikes! Who planned it this way? I have to be careful what I say so as not to anger the gods of superstition. And how can I keep all the bills, schedules, timelines straight?

Seems like in the interim there's only a bit of quiet, reflective time for *Against the Grain* which is near and dear to my heart. The November issue is guest edited by **Stephen Rhind-Tutt** and is about multimedia and streaming video. The rise of these formats has been striking. I know at the **College of Charleston** we have two streaming media services and we are ordering

hundreds of educational DVDs. Who would have thought?

This issue includes articles by **Lorraine Estelle**, **Kira Henderson**, and **Aaron Wood**. As a change of pace we have two interviews as features — with **deg Farrelly** and **Jane Hutchinson**. Our **Op Ed** is about special collections and we have yet another great interview with **Mark Saunders** and a profile of the **University of Virginia Press**. There are a couple of other interviews with the investigators and sponsors of the **Library Publishing Toolkit** and **Winfred Metz** has an interview with **Anne Gilliland**. Our Special Report is about Gold Open access by **Joe Esposito**, we have several com-

ments on **BrowZine** by **Matthew Ismail** and **Angela Flenner**. I was especially intrigued by **Biz of Acq** by **Beth Jacoby** regarding student attitudes toward academic eBooks, **David Parker's** *Blurring Lines*, trends that he wants us to help him scrutinize, **Myer Kutz** talking about the art of editing engineering handbooks, **Tom Leonhardt** and **Raymond Walser** talking about books, and **Jerry Spiller** entering the world of digital comics. There's more, lots more, so curl up in your favorite armchair or plane seat and enjoy!

And see you in Charleston!

Love, Yr. Ed. 🐼

Rumors from page 1

in the Dec-Jan issue of *ATG* and maybe I will have read the book myself by then.

Rachel Fleming is doing a great job with the *ATG Luminaries* column, isn't she? First it was **Twitter** and for this issue **Rachel** asked the luminaries to comment on **The Charleston Conference**!

We have just posted a question on **Multi-Grain** about the recent *Chronicle of Higher Education* article about peer review and open access. **John Bohannon's** article in *Science Magazine*, which attempts to measure quality control by open access journals, has upset many OA proponents. Where do you stand on the issue? We want to hear from you!
<http://www.against-the-grain.com/2013/10/atg-articles-of-the-week-and-a-multigrain-discussion-open-access-and-peer-review/>

Speaking of **open access**, was reading about **Gabriella Reznowski**, humanities librarian at **Washington State University**, whose son **Xavier**, was diagnosed with a rare genetic disorder last year and the only information was in research journals that require subscriptions. **WSU Libraries** will host three events, in October and November, to showcase **Open Access Week** Oct. 21-17.

<http://www.openaccessweek.org/page/about>

This open access talk reminds me of the hard-hitting **Phil Davis** who had a post on **liblicense** many years ago (2009) about "fake" journals. **Phil** has often spoken in Charleston! Did you know that **Phil** has his own consulting firm doing research and analysis for scholarly publishing. **Phil** has a Ph.D. in scientific communications from **Cornell** and has won awards for his work in bibliometrics.

phil-davis.org

Still on the **OA** topic among other things, we are extremely lucky to have the awesome **Lorraine Estelle**, Chief Executive Officer, **Jisc Collections** as one of our Plenary speakers this November. **Lorraine** has been Chief Executive of **Jisc Collections** since 2006 and has been heavily involved in all aspects of the UK national procurement and licensing activities. Her presentation — *The British*

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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:

It is my pleasure to serve again as a Mentor to **Charleston Conference** attendees for the third year! **Ginny Gilbert** and I will be joined this year by **Mary Marshall**, and we would be pleased to add another volunteer to our group of long-term **Charleston Conference** attendees who are officially retired yet continue to be professionally involved.

Mentors respond via email to questions posed prior to the conference, and we assist onsite during the conference. We arrange schedules among us such that we each can attend **Charleston Conference** presentations of our choice. Please let me (jarnheim@princeton.edu) know if you are interested for 2013 or wish to join us as a mentor in 2014.

Julie Arnheim, Chemistry Librarian Emeritus

Princeton University, <arnheimjo@cofc.edu> 🐼

AGAINST THE GRAIN DEADLINES VOLUME 25 & 26 — 2013-2015

2013 Events	Issue	Ad Reservation	Camera-Ready
ALA Midwinter	Dec. 2013-Jan. 2014	11/08/13	11/25/13
2014 Events	Issue	Ad Reservation	Camera-Ready
Annual Report, PLA	February 2014	01/02/14	01/16/14
MLA, SLA, Book Expo	April 2014	02/20/14	03/13/14
ALA Annual	June 2014	04/03/14	04/24/14
Reference Publishing	September 2014	06/19/14	07/10/14
Charleston Conference	November 2014	08/21/14	09/11/14
ALA Midwinter	Dec. 2014-Jan. 2015	11/13/14	11/28/14

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National Approach to Scholarly Communication — will outline what this means for the UK library consortium in supporting members in terms of containing the on-going cost of gold open access while maintaining journal subscriptions and in the practical issues of implementing the Research Council's policy.

Lorraine's presentation is a "Neopolitan." After the **Charleston Conference** is over, y'all have to tell us what you think of the Neopolitan format this year. It's something different that my intrepid team of Conference planners came up with. In the afternoon, we will even have ice cream as a side benefit. And be sure and read **Estelle's** article in this issue of **ATG** — Lessons Learned: Jisc's Experience in Acquiring Multimedia Resources.

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Save the Date: NASIG 29th Annual Conference

Fort Worth, Texas, May 1-4, 2014
"Taking Stock and Taming New Frontiers"

NASIG delivers outstanding programming for everyone involved in the serials and electronic resources information chain. Join us downtown at the Hilton Fort Worth in May 2014. Between sessions, enjoy Sundance Square, the Fort Worth Cultural District, and the Stockyards.

Watch our Website for program and registration announcements: <http://www.nasig.org>. Questions? For more information, contact conf-plan@nasig.org.

Pelikan's Antidisambiguation — Oyster and McLuhan's Most Important Quotation....

Column Editor: **Michael P. Pelikan** (Penn State) <mpp10@psu.edu>

At the time of this writing, in September 2013, the announcement by **Oyster** (<http://www.oysterbooks.com>) of their new service offering "Unlimited books, just \$9.95 a month" is gathering quite a bit of buzz in the popular technical press. Most of the coverage seems to have picked up the phrase "Netflix for books..." It's essentially a streaming service for eBooks, a rental library (about which, more later).

If you visit **Oysterbooks'** site and click on "About," you'll find some of the details about the service they're introducing. Along with an impressive gallery of faces, who I can only assume represent either **Oyster** persons themselves, or, the target demographic group for the service, we find the following words...

"We created **Oyster** to evolve the way people read and to create more of the special moments that only books can offer. From anywhere a mobile device can go — a bustling subway car, a quiet coffee shop, or lost at sea with a Bengal tiger — our mission is to build the best reading experience, one that is both communal and personal, anytime, anywhere."

But what is a streaming service for books, one that is "both communal and personal," I mean, what is it really?

When you look at their privacy policy, listed under their Help section, you find that it's not merely Netflix for books; it's more something like "Netflix met FaceBook at a stylish coffee shop over 'a half-double decaffeinated half-caf, with a twist of lemon' (Thank you, **Steve Martin**) and thus began an **Oyster**."

Phew! Where do I sign up? Oh, wait... It says, "We are currently rolling out invitations for iPhone and iPod Touch."

Without wanting to dip even so much as a toe into the bottomless rat hole of accurately determining market share for such devices, I think we may be able to agree that there are at least a dozen or more persons in the world, and maybe several hundred, who are still using mobile devices that didn't come from **Apple**.

But let's leave aside the question of for whom this new service is intended. It may well be that by the time these words are published, **Oyster** will have rolled out offerings to a broader market. It only makes sense that they do so —

for just as in cable TV, ad-supported magazines, and "free" apps in the App Store, the Customers, I expect, are actually the Product.

Again, from **Oyster's** Privacy Policy "... if you choose, you can use the Services to locate other people with Services accounts, and add them as your friends, either through (i) your contacts list (e.g., address book on your device), or (ii) through a search of email addresses on the Service. If you chose to find your friends through your device's contacts list, then we will access your contact list to determine whether or not someone associated with your contact is using the Services.... If you do not want **Oyster** (sic) to have access to your contacts' email addresses, do not connect your contacts to **Oyster** using the "find friends" feature."

Hold on. Suppose I'm in your contacts list, but I don't want to offer myself to **Oyster**, even if you're willing to offer yourself to **Oyster**. Do I have any say over whether you connect your contacts list to **Oyster** using the "find friends" feature?

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TAKE A CLOSER LOOK

- ▶ New Platform
- ▶ New Enhancements

Radiology and *RadioGraphics* are now on the Atypon online platform. This transition brings enhanced services for accessing the high quality, peer-reviewed RSNA Journals, including:

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An optimized search function maximizes your online experience

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constitutes a classroom showing or what may be used within their course pages on sakai, etc.

- Answer questions from a faculty member about showing video in classes and in training sessions
- research on NC law for pre-1972 sound recordings, which are not covered by Federal copyright law.

When someone says “Scholarly Communications,” people often just think about copyright and open access. What are some of the other aspects of your work with Scholarly Communications — what other things are prevalent and of note?

Anne: Privacy! Privacy issues have really come to the fore this summer and seem to revolve around many issues; in relation to disputes around social media — this has been particularly interesting (**Anne** takes time to note that there is a social media policy for UNC and for the library). And, privacy — as we digitize personal collections — what is okay to put online versus what isn’t okay. We’re focusing research on NC privacy and defamation laws particularly — so we do have a better sense of what NC says. It’s also important that we spend time outlining what questions to ask when we acquire and what questions to ask and answer when we determine what to digitize.

What do you think the future of Scholarly Communications work in libraries and on campuses will be?

Anne: A lot of times I really think that what we see as casual communications will overtake access issues... peer-reviewed journals will become less and less important — tenure is drying up, traditional reference work is expiring...

And it makes me think about what the library’s bread and butter is going to be... perhaps boutique services tied to specific research — statistics and big data; GIS; Media; hard tech skills. I think there may be less room for generalists and more interest in folks with advanced degrees more closely tied to the curriculum they support. This move away from generalists is true of academia as a whole right now.

The following is a list of a few suggested resources related to Scholarly Communications, Digital Scholarship and copyright (this is a brief, partial list).

- **ACRL** offers a Scholarly Communications Toolkit (<http://scholcomm.acrl.org/>).
- **Kevin Smith’s** blog at **Duke** (<http://blogs.library.duke.edu/scholcomm/>).
- Site dedicated to providing information and commentary about digital curation and scholarship (<http://digital-scholarship.org/>).

- **Columbia University’s** Copyright Advisory Office is one of the best sites from **Kenny Crews**, an authoritative voice in this area (<http://copyright.columbia.edu/copyright/blog/>).
- Know Your Copyrights, a project of the **Association of Research Libraries** (<http://www.knowyourcopyrights.org/>).

Rumors from page 8

I guess I am somewhat *Against the Grain*. I love computers and all that (have an iPhone, an iPad and a portable iMac, couldn’t work without them). BUT the Internet is not always stable and I get concerned when people talk about discarding print for online. There are many sources that vanish online. Was interested to read that an international coalition of **law libraries** has a plan to make online citations permanent. **Perma CC** is a site that proposes to host primary source material forever. Law librarians are especially vigilant about links to primary source material via online citations. **Kim Dulin**, co-director of the **Harvard Library Innovation Lab** says citations are essential to future cases and “link rot” is a pervasive problem. “One of the things we like to say is that libraries have always been in the forever business,” **Ms. Dulin** says. <http://www.timeshighereducation.co.uk/news/libraries-combine-to-serve-vanishing-sources-online/2007952.article>

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students will choose these programs because of unique specialization in program offerings that give the student exactly what they are after in an education and because it will be a cost-effective decision. Online education will put pressure on the “geographic value” of a school and enrollment will gravitate toward programs offering unique value. We will have fewer physical campuses over time and the distinction between for-profit and traditional universities will blur as both seek to offer distinctive programs of study and value. This strategic shift in the administration and direction of higher education institutions will dramatically influence the direction of companies that create learning management systems and build online courses and online degree programs. Of the six trends I follow, this is the one most active currently in terms of start-up, entrepreneurial activity.

Institutional Ownership/Distribution of Educational Content and Services

The prevailing business model for learning content is mediated by the professor and paid for by the student. Individual choice about content used in the university classroom for teaching reigns supreme. Yet many MBA programs and executive education programs include the materials in tuition. And a number of companies have emerged that focus on working with administration to centralize delivery and purchase of educational content through learning management systems; again, embedding costs in tuition. In the for-profit space it is not uncommon to see system-wide adoptions of educational content, controlled by a single course coordinator. Centralized decision-making is at the heart of standardized content and centralized purchasing in the K-12 market. It is unlikely and even undesirable that university instructors should cede control of their educational content decisions to a centralized source. But there are endless possibilities as to how this content can be paid for. Increasingly, the library is becoming home to educational content that is perpetually owned and distributed digitally to students without usage restriction. And numerous universities have created content for a variety of purposes; among them the need to own content that can be used in new educational formats such as MOOCs. As the transition from print to digital unfolds (slowly) in university education, I am certain we will witness innovations in packaging, pricing and distribution of educational content that lead to more forms of university-owned and distributed content and I will bring these new models to light in my column.

Innovation and change is all around us, regardless of the professional context in which we work and learn. But educational and scholarly content and services seem particularly ripe for change given that we are surrounded by especially thoughtful people and we work in a space significantly impacted by public funding in an era of budgetary restraint. In this column I will bring you the stories of innovators through the lens of the six trends I detailed above. Send me an email or give me a call if you spot a trend I should follow and/or if you know a person or an organization I should profile. 🐼

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Moving back to the **Charleston Conference** and our planners, **Albert Joy** (Univ. of Vermont) tells me this is his last **Charleston Conference**. He is retiring! But maybe **Julie Arnheim** (see her letter to the editor, this issue) will be able to talk him into being a mentor?

Somebody else who is abandoning the *Against the Grain* ship is **Bob “the wonderful” Nardini**. **Bob** says that he is “out of gas.” He will be at the Conference. Let’s talk him into doing something else.

Something else new that we are trying this year is a “Pecha-Kucha-like” interlude (6 minutes, 40 seconds) before a Plenary session. In the spirit of “anything worth doing is worth doing superficially,” **John Dove** will have a presentation on the theme of this year’s conference. **John** presented his first “pecha-kucha-like” inspired presentation at the **13th Fiesole Collection Development Retreat** in St. Petersburg, Russia in May of 2011. Ever since the **Charleston Conference** has included “Shotgun” sessions (6-minute-40-second presentations) and there are several scheduled throughout the **2013 Charleston Conference**.

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Leslie A. Morris, Houghton Library, General Editor

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*Serving Libraries with **Any Book in Print***

IMHBCO from page 84

one opinion more than another. Budgets are limited; some access models serve the most people more effectively than others; spending a dollar on Project X leaves one dollar less to spend on Project Y. Perspectives that don't account for things as they really are can't be given the same weight as those that do.

But it's also true that every position, every solution, and every strategy involves tradeoffs of some kind, and every one features a mix of positive and negative aspects. Even when you have only one feasible choice, that choice will be characterized by both good and bad aspects and will carry with it both positive and negative consequences. An unwillingness to acknowledge and deal constructively with that mix is a hallmark of unconstructive zealotry — and does all of us more harm than good. It's also true that figuring out how “things really are” is not always easy. The number of books on a shelf is a matter of observable reality, and not really susceptible to multiple opinions; the appropriate balance of allocations between books and journals is a judgment call.

Most importantly, when it comes to keeping an eye out for zealotry, each of us should probably start by looking in the mirror and ensuring that we don't see any there. You and I won't, of course — and anyone who suggests we might is an idiot. 🌈

Rumors from page 71

This issue of *ATG* is guest-edited by **Stephen Rhind-Tutt** and is about **Media in the Academic Space**. Seems like everything has a visual presence in our virtual environment! Just saw that the **BBC** is set to launch a major new video content portal for the education sector.
<http://blog.book-fair.com/2013/10/10/bbc-set-to-launch-major-new-video-content-portal/>
<http://www.against-the-grain.com/2013/10/news-announcements-101113/>

The astute **Patrick Alexander** (Director of Penn State Univ Press) tells me (sadly) that he will not be in Charleston this year because the Conference corresponds with a meeting of the **F. Scott Fitzgerald Society** which is being held in Montgomery, Alabama. And, guess what, his daughter and grand-daughter live in Montgomery, some extra incentive.
<http://www.fscottfitzgeraldsociety.org/>

The picture this month (see page 1) is from **Miriam Farhoumand Long** who worked for me ten years ago (2002-2004) and has moved to Germany with her husband who is a Web designer. Her daughter **Kayla** just turned five!

During the Conference, be sure and say “hi” to all of us and especially to **Curtis Kendrick**, University Dean for Libraries and Information Resources, **CUNY**, Office of Library Services. **Curtis** is a speaker who says he is passionate about his family and friends, and music. He is looking forward to returning to Charleston, where his family has roots going back to 1790! Golly Gee Whiz! 🌈

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