If Rumors Were Horses

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Media Use in the Classroom

by Kristen Stauffer (Library Relations Coordinator, IGI Global) <kstauffer@igi-global.com>
and Lindsay Johnston (Managing Director, IGI Global) <ljohnston@igi-global.com>

When approached by the editorial staff at ATG to organize a special issue, a number of topics started running through our heads. “Media Use in the Classroom” was one of many themes considered, and ultimately a general consensus lead to the decision that this was a conversation worth having. The loose term “media,” and everything that falls under the umbrella of the word, has far-reaching effects throughout life as we know it. Mobile connectivity is on the rise, and face-to-face communication is becoming sparse; changing every component in the way we approach learning and instruction.

Once our theme was chosen, the question lingered: Who will we invite to author these articles? How many different perspectives could be offered and what sort of direction could this theme take? And, most importantly, is this topic of interest to librarians and educators alike?

To our delight, these questions were quickly answered — as we approached librarians and educators to author these insightful articles, we found that not only do they find this topic to be of great importance, but they are actively committed to using thoughtful and incisive methods in bringing media and all its many uses and forms into the education space — promoting student use for more productive and active learning in higher education spaces, and also figuring out how librarians and instructors can harness its power in (or sometimes outside of) the classroom.

Media is everywhere. Its infiltration into education spaces is only a natural progression and extension as more and more people interact, contribute, and consume in the “media” space. Online learning platforms, organizations, and social media sites are increasingly available, allowing for widespread connections and sharing of knowledge and experience. But this raises a multitude of interesting questions on moderation, filters, understanding data as we see it, its uses… and so on. In this age of innovation, educators are faced with a new set of challenges to captivate and engage today’s students, while imparting certain sets of information skills. Librarians, as information literacy specialists, are integral in this evolution.

What Rumors Were Horses

Versions of some of these Rumors appeared in the weekly online Rumors. Are you watching them? Check them out at the ATG NewsChannel. www.against-the-grain.com/

There have been several announcements of the search for the Project COUNTER Project Director of Counter Online Metrics. The amazingly energetic, astute, and calm Peter Shepherd was the driving force behind COUNTER and has led COUNTER (Counting Online Usage of Networked Electronic Resources) since 2003. Peter has been instrumental in making COUNTER a well-respected organization in library and publishing. Remember when we didn’t have organized usage statistics? Katherine Perry the executive director of VIVA is the Chair of the Search Committee. Peter has been associated with the Charleston Conference probably as long as I have. (And please note that I am not retiring, Peter, so I hope you aren’t either!) He worked for Elsevier for many years before he started Project COUNTER. You may remember that Peter ran a preconference in Charleston to celebrate the ten-year anniversary of Project COUNTER several years ago. There were over 100 people there! See the job ad in the ATG Job Bank: Project Director of Counter Online Met...continued on page 6

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Kristen Stauffer and Lindsay Johnson it is about Media Use in the Classroom and includes articles about Multimodal Literacy (Samantha Hines), The Flipped Classroom (Diane Fullkerson), Connecting with Students (Denise A. Garofalo), Extending our Reach (Staci Wilson and Ari Sigal), Patron-Driven Access to Streaming Video (Julie A. DeCesare), and The Library’s Role in Social Networking (Görg Mallia).

Our OpEd is about eBooks and the true university, Back Talk is about the OCLC report to membership, interviews are with Raúl Valdés-Pérez, Euan Adie, and Suzanne Gehring. Legally Speaking is about the HaitiTrust decision and scholarly publishers, From A University Press is about process-oriented collaboration, Changing Library Operations is about the Orbis Cascade Alliance, Biz of Acq is about the 21st-Century Technical Services Department, Optimizing Library Services is about managing the 21st-Century Reference Collection, Curating Collective Collections is about the Maine Shared Collections Strategy, there are more reports from the 2013 Charleston Conference and from An NFAIS Virtual Seminar, and lots of book reviews, plus much more.

Just got a call from my pregnant daughter. She wants to get on my schedule to babysit during the holiday breaks and any other time I can make it down to Jacksonville. I am excited! It will be a lot more fun than moving a whole technical services department around I am sure! Whew!

Happy fall and see you soon in Charleston!

Love, Yr. Ed.

Letters to the Editor

Send letters to <kstrauch@comcast.net>, phone or fax 843-723-3336, 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:

We’ve finally sorted through the details of reorganization here at UAB and I put together a blog post with the essentials.

Here is the link: http://tscott.typepad.com/tsp/2014/09/the-new-job.html.

Sincerely, T. Scott Plutchak
(University of Alabama at Birmingham)
<tscott@uab.edu>

Editor’s Note: See more in this issue beginning on p. 6. — Yr. Ed.

AGAINST THE GRAIN DEADLINES

2014 Events Issue Ad Reservation Camera-Ready
Charleston Conference November 2014 08/21/14 09/11/14

2015 Events Issue Ad Reservation Camera-Ready
Annual Report, ACRL February 2015 01/08/15 01/22/15
MLA, SLA, Book Expo April 2015 02/19/15 03/12/15
ALA Annual June 2015 04/09/15 04/30/15
Reference Publishing September 2015 06/18/15 07/09/15
Charleston Conference November 2015 08/20/15 09/10/15

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Peter will be in Charleston in November and hopefully many more years after this one! http://www.projectcounter.org/documents/Rolescript_for_Project_Director.pdf To apply for this position please submit a full Curriculum Vitae, together with the names of two referees/references by 3rd October 2014 to David Sommer at <David@DavidSommerConsulting.com>. The aim is to appoint the new Project Director by mid-2015 to allow time for a handover from the current incumbent. www.projectcounter.org/

Matthew Ismail who has published several books through Amazon and other platforms has recently turned his energy with a couple of colleagues to a do it yourself video for a student-centered marketing campaign in his library. They have also sent out stills from this video on social media, placed them on sliders on the homepage, designed a huge floor graphic in the library entrance, and more. The long-term goal is to challenge the perception of the library away from being a study hall with lots of intimidating and complex collections to that of a space for collaboration and student success. Here is a link to the 30-second video: http://youtu.be/vad86tEBqwI.

The incredibly resilient Scott Plutchak says he has finally sorted through the details of reorganization at UAB. Scott put together a blog post with the essentials. Effective September 8, Scott will be Director of Digital Data Curation Strategies reporting to the Office of the Provost. Scott says he’s surprised at the number of people who assume he won’t be going to library conferences anymore! He says that is definitely not the case. Given the increasing importance of data curation continued on page 8
In “The Flipped Classroom and Media for Library Instruction,” Diane Fulker- son, Director of Information Commons and Assistant Librarian at the University of Florida Sarasota-Manatee, focuses on how new technologies provide librarians with opportunities to enhance their library instruction by incorporating media, and how the flipped classroom model offers the unique solution of pushing for review, self-learning, and discovery outside the classroom, while transforming the classroom into an active and reflective learning and meeting space.

Denise Garofalo, Systems and Catalog Services Librarian at Mount Saint Mary College in Newburgh, NY, reviews information literacy instruction through the lens of the personal librarian pilot program for students in ENG 101 classes in her article, “Connecting with Students: Information Literacy and Personal Librarians.” With a short amount of time and a big amount of drive, the librarians at MSMC were able to assemble a unique experience for English 101 classes, and laid the groundwork for future versions of the PL program as well as potential expansion. Her article offers practical reflection and thoughts for the coming years.

Ari Sigal, Reference and Instruction Librarian, and Staci Wilson, Director of Library Services, both from Catawba Valley Community College, continue the conversation of embedded librarianship in “Extending Our Reach: Enhanced Library Instruction in a Community College through Information Literacy Instruction and Embedded Librarianship.” Information literacy and library instruction have become so integral to the contribution of librarians, and especially so for those in academic settings, that they constitute a vital part of a librarian’s professional persona. There is also the consideration of accreditation when developing these types of programs, the need for appropriate assignments, and what is done in class or for distance education students.

In addition to a focus on information literacy and librarians situating themselves directly into the classroom, in “Patron-Driven Access to Streaming Video: Profile of Kanopy Streaming,” Assistant Professor Julie DeCesare of Providence College, provides a thoughtful assessment on the use and collection of video content in education. Her study admits that streaming video is one of the more complicated areas to collect in, but the breadth of content, flexibility of licensing, availability of user tools, and transparency of usage and statistics, although challenging, provide great reward.

And lastly, from the international perspective: “The Library’s Role in Social Networking Site Use in Education” is a terrific piece on the use of social media written by Professor Gorg Mallia, Faculty of Media and Knowledge Sciences, University of Malta, traditionally, the library has been the constant referral point in anything related to education. To increase the use of human capital, how can libraries adopt media to become the “Library 2.0” and maintain its place as a resource for the classroom in a media-driven society? How can librarians become “education partners” — working within the context of Web 2.0 applications, particularly SNS, to support formal educators and those who seek informal, independent learning?

Authors’ Note: We thank all of the September special issue authors for sharing their multi-dimensional perspectives on media and the librarian’s role in twenty-first century education, as well as all of this year’s special column contributors. — KS and LJ

Rumors

Relevant — “This crisis is most stark for libraries that collect music recordings. Online distribution networks — such as Amazon’s MP3 Store, Apple’s iTunes, and Google’s Play — are quickly becoming the only outlets to purchase music.” In order to confront this, the University of Washington Libraries (UW) and the Music Library Association (MLA) are in the process of conducting an IMLS funded project titled, “National Forum on Online-Only Music: 21st Century Sound Recording Collection in Crisis.” As part of this project expert consultants will be hired, there will be three National Forum meetings, and the group will be developing approaches to the issues including a licensing scenario by which libraries may purchase and provide access to online-only music. The meetings will bring together stakeholders who possess complementary perspectives on the issue, librarians, music industry representatives, online distributors, music publicists, attorneys, policy experts, scholars and other library users. By working together in a collaborative atmosphere, they aim to hone strategies for moving forward and, it is hoped, negotiate a solution whereby libraries can purchase, own, and provide access to online-only distributed titles. http://guides.lib.washington.edu/imls2014

Mark Herring in the September print issue of ATG (p.38, “The True University these Days…”) brings eBooks (I vote for eBooks because the word Book is the important, operative word) into this crisis when he points to the problems that many libraries are encountering when attempting to lend eBooks, the technicality that they … um … do not own them, the eBooks are just leased to them. Oh well. Like I always say, if you really want a book forever, you need to get it in print!

The article by Matthew Revitt (p. 73, “Curating Collective Collections — The Maine Way with Shared Print for Monographs”) is definitely relevant. To assure interlibrary loan cooperation, one member of a consortium of libraries should be sure to maintain a print copy of a book to assure that interlibrary loan is possible. By the way, a huge thanks to the diligent Bob Kief who is taking over this column from Sam Demas who I believe is sailing in Greece somewhere!!

I have never been to Maine. Have you? My son-in-law and pregnant (! Yes! except guess when the due date is — ta da – November 4! Oops!) daughter recently visited Maine and had such a wonderful time that they are wishing they could buy a summer home up there. So do I so I could visit!

I must mention the article in this issue by Michael Pelikan (p.62, “The Vanishing Persasive Network”). I will never forget when Rosann Bazirjian who was then the main director of the Charleston Conference (Rosann recommended Beth Bernhardt) to me when she had to take the job at UNC-G) but I digress. Rosann nominated Michael Pelikan for one of our plenary speakers. I believe that was in 2003? And I remember that Michael gave a great paper about mules and buggy whips and made some predictions that have come true. Michael’s articles are always provocative...
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and especially this one. Michael attended the Google I/O developer’s conference. Talking about Apple and Amazon and such things, Michael launches into a discussion of IPv6 and the prediction of enough address ranges on the Internet to identify each and every part of everything, how the network will become largely invisible, and stuff that made my head swim! Gosh! Read this and learn!


The diligent Nancy K. Herther has done an incredible job writing an essay on Streaming Video’s Meteoric Rise in the Library/Education Market. The article does an excellent job of discussing issues, trends, future directions, players in the marketplace, etc. It was just posted on the ATG NewsChannel www.against-the-grain.com. Speaking of streaming, in this September issue, don’t miss (p.28, “Patron-Driven Access to Streaming Video: Profile of Kanopy Streaming”) by Julie A. DeCesare.

Speaking of Nancy Herther (she will be in Charleston!) did you see the Alibaba articles that she posted recently? I note that the IPO is expected this month. Maybe some competition for Amazon? www.against-the-grain.com

IMLS, has awarded OCLC a grant to continue work helping libraries support health information initiatives in their communities. In July 2013, OCLC received an IMLS grant to increase libraries’ ability to respond to customer health information needs, launching the “Health Happens in Libraries” program. IMLS is supporting an expansion of that effort
Connecting With Students ...
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A study of 37 percent of library computer users — 28 million people — use library computers and
seek assistance from librarians for health and wellness issues, including learning about medical conditions, finding health care providers, and assessing health insurance options,” said IMLS Director Susan H. Hildreth. “This grant will enable OCLC to explore some new directions for their work, which has already helped so many people make more informed decisions about their healthcare.”

Works Cited
Middle States Commission on Higher Education. (2003) Developing research & communication skills guidelines for information literacy in the curriculum.
Nann, J. B. (2009). Personal librarians-The answer to increasing patron contact may be simpler than we think. AALL Spectrum, 14, 20.

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with a $199,050 grant to OCLC. OCLC, with its partner ZeroDivide, will develop additional resources for individual libraries to highlight ways they can lead or support health initiatives. “A recent IMLS study showed that an estimated 37 percent of library computer users — 28 million people — use library computers and

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and research libraries, carried out by Gardois, Colombi, Grillo and Villanacci (2010).

Conclusion

The revolution that has mutated society, interconnected it, and changed the way it thinks and acts, is slowly leaving its effect on those who need to lead that society once the parameters of learning and information absorption become tenuous and vague. That is why educators have taken on board the use of Web 2.0 functionalities, definitely not least Social Networking Sites. It is also very clear that educators cannot do without the support and collegiality of librarians, who have already acknowledged the change and many have endorsed it. There can be no doubt that this needs to be one way forward for library services. To conclude, a very apt quote from Shank and Bell (2011): “The educational role of librarians is more essential today than at any other period in the profession’s long history. The growing torrent of digital information will challenge educators’ ability to teach the appropriate skills and knowledge that will allow students to become and stay ‘knowledge-able’.” (p.109).

References


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Speaking of OCLC, I absolutely adore Tony Ferguson’s Back Talks in the print ATGs. I wait to see what he is going to talk about next and when he doesn’t send one, I am always disappointed. But admittedly that is rare. This time (p.86, “Is it Time to Hitch the Academic Library’s Wagon to Online Education?”) Tony takes us through a new OCLC report – At a Tipping Point: Education, Learning, and Libraries: Report to the Membership. To end his essay, Tony tells us to embrace instant gratification. Don’t you love it? Tony needs to come back to Charleston to do his usual masterful summing up! Maybe in 2015, Tony?

As always I enjoyed the article in the September print issue by Myer Kutz (p.62, “The Scholarly Publishing Scene — Permissions, Copyright...”) Vey”). I had to laugh at the tongue-in-cheek quote from the “internationally renowned intellectual property attorney” “copyright is a pain in the –.” I remember having to get permissions for my very first book (non-fiction) published in 1980. It was indeed a pain but nothing like what I am sure it is now. Oy vey! The first Horizon Report for Libraries was released this month and seems to be continued on page 41
than they are in electronic ones. No one knows for sure whether the difference is owing to this very new way of reading, or to some hardwired make-up in our brains. Some researchers ([http://bit.ly/1dBCtsw](http://bit.ly/1dBCtsw), and more controversially, [http://wapo.st/1gBCWkt](http://wapo.st/1gBCWkt)) tell us that reading on a screen simply drains our brains of all mental energy to comprehend. Apparently we exhaust ourselves just getting through the material and therefore forget what we’ve read. Certainly, there are too many distractions in Web-based texts that cause us to lose our focus.

Additionally, we have read for the last millennium with a light over our shoulders. Now we’re telling our brains it will be directly in our eyes, however faint that light may be. We are discovering the switch to be a little more difficult than we anticipated, and some of us simply cannot make the switch at all without headaches, eyestrain, even vertigo, and more. We are also finding that those who read electronically first cannot easily make the switch to a print environment very easily at all, while those who learn to read in print first, make the switch, ceteris paribus, just fine.

So, is the era of eBooks over? Hardly. But changes will have to come to solidify their place in the reading pantheon. Doubtless those changes will come, are coming, but we aren’t there just yet. Meanwhile, libraries continue to purchase eBooks because vendors make them altogether too fiscally attractive to ignore. It would take a medium-sized library about a decade and a half to purchase 100,000 print books, assuming they had space for them (most do not). In one year, any library can purchase that many eBooks for about thirty cents each and make them available to readers in 48 hours or less.

We are well on our way to eBook paradise, but it will take longer to get there than any of us imagined. Until we sort out all of these things, however, you shouldn’t burn that library card.

Libraries are not obsolete after all, and I for one hope they never become so, regardless of the changes that are surely to come, not just with eBooks, but with all library services.

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Speaking of talking in Charleston — Just got an email from Chuck Hamaker who is not getting older, he’s getting better! Chuck says that he has had a really interesting and very good experience with a textbook and the American Society for Microbiology which is the oldest and largest single life science membership organization in the world (began in 1899. It now has over 39,000 members). The youthful and with it Martha Whittaker is the ASMscience Platform Product Manager. Martha is a long-time friend to all of us! As you know, Chuck has been into textbook pricing. Anyway, Chuck relates that “Last spring, two of our faculty indicated they wanted to use the textbook Scientific Integrity for four graduate sections they were teaching. ASM was coming out with a new edition in July of this year. With a referral from Martha, Chuck contacted Christine B. Charlip, Director, ASM Press, and they were able to negotiate a price based on enrollment for one year of enrollment. ASM provided a deeply discounted per student rate for the title as an eBook that could be mounted for the campus.
collections and even staffs when geographical propinquity allows. Public and academic collaborations, now more than a decade old, have caught on in other countries but more slowly here in the U.S.

Libraries are also looking more carefully at collaborative space sharing, combining the library with other academic spaces on campus. New library buildings, if they are being built at all, often include shared spaces with IT, writing labs, technology rooms, and so on. Again, not any of these things are new, but they are getting new looks as universities work hard to get better returns on investment.

Collaborating is also beginning to take place even within the library, but this may be the most difficult of all collaborations to effect. For most of my career, libraries were thought of in terms of public and technical services. Sometimes archives were added to the mix. Today, however, more and more libraries are breaking down these barriers and removing the divisions. Acquisitions units are taking over more of copy cataloging while cataloging proper is headed toward more original cataloging endemic to that library. Public services personnel are no longer tied to the reference desk (if it still exists), but expanding their roles into on-campus labs, dormitories, and faculty classrooms.

Less common but not unheard of are makerspaces (or fablabs, hackerspaces) in academic libraries. These are places where anyone can come in and with others try out new things using tools, software, networks, technologies — you name it — to create whatever it is they wish to create. In any event, it is a place where collaboration can take place.

None of these collaborations take place by themselves. They require good leadership and someone willing to push them forward over the rough spots. It’s easy to make a mess of them, hard to make them successful. As mentioned above, making collaboration take place in the library is often the most difficult of all because so many of the people working there have been there for decades. Making these collaborations work means asking them to do something completely different from what they have been doing for years. Most will adapt to the changes but need to be ushered into them.

I don’t know about orange being the new black. I would hate to think that what I saw in the five minutes of the show I watched will soon become the norm! But collaboration, as far as libraries go, really is the new black. I would hate to think that what I saw in the five minutes of the show I watched will soon become the norm! But collaboration, as far as libraries go, really is the new black. I would hate to think that what I saw in the five minutes of the show I watched will soon become the norm! But collaboration, as far as libraries go, really is the new black. I would hate to think that what I saw in the five minutes of the show I watched will soon become the norm! But collaboration, as far as libraries go, really is the new black. I would hate to think that what I saw in the five minutes of the show I watched will soon become the norm! But collaboration, as far as libraries go, really is the new black.