

2014

Is the Future Convergence or Collision?

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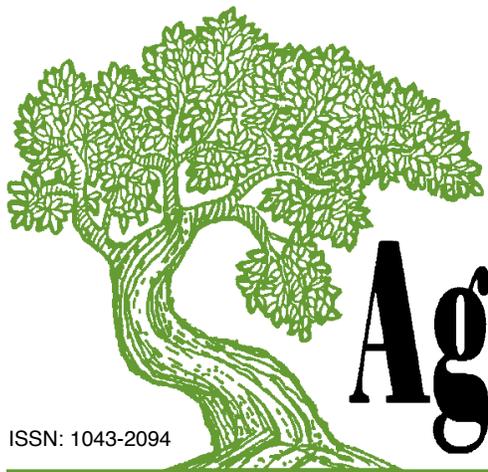
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Recommended Citation

Virkar-Yates, Rob (2014) "Is the Future Convergence or Collision?," *Against the Grain*: Vol. 26: Iss. 3, Article 48.

DOI: <https://doi.org/10.7771/2380-176X.7071>

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Against the Grain

“Linking Publishers, Vendors and Librarians”

ISSN: 1043-2094

Is the Future Convergence or Collision?

by **Rob Virkar-Yates** (Chief Operating Officer, Semantico Ltd.) <rob.virkar-yates@semantico.com>

A not unrealistic vision of the future is that of a person owning a single digital device through which they will create and consume all their digital content and manage all their communications and transactions. Even if this specific vision fails to materialise, there is no doubt that technology is causing an irresistible gravitational pull to a wholly digital, converged centre.

Of course, technology is not the only force at work: political expediency is driving fundamental changes to business models (leading to new content platforms and the hybridisation existing ones); the digitisation of our world is changing the way that all of us interact and communicate, research and publish; new generations are growing up with a completely different experience of “consuming” content than their parents. Against this backdrop those in the scholarly ecosystem are facing a difficult and eventful journey. What will the results of convergence be, and what kind of collisions will we experience along the way?

In “**Hunters and Gatherers: The Future of Search**,” **Dr. Andrea Fellas** explores how human biology and technology are converging

and what this means for how we construct, consume, and explore the emerging digital landscapes. Forging into the future, the internal and external worlds we inhabit are colliding. In an age where many of us already carry computers in our pockets — and even inside our bodies — how will the symbiotic relationship between Homo sapiens and its devices evolve and what does it mean for how we forage for information?

In “**Convergence! Collision! Bridging the Gap Between Research and Practice: How Mobility Liberates Content From the Library and Puts it in the Hands of the Users**,” **Andrea Powell** explores the challenges of delivering highly targeted and action-oriented information, which normally has its origins in the research literature and reference library, directly to users in practice, be they busy veterinary practitioners or smallholder farmers in the remotest parts of the developing world. She describes the information management techniques and the use of technologies that enable a traditional, research-oriented publisher to put knowledge in the hands of such non-academic user groups.

“**Redrawing the Line: Challenging the Publisher-Library Relationship**” by **Jane Harvell** and **Joanna Ball** outlines how the **University of Sussex Library** is working with **SAGE** to develop a trusted relationship and an alternative space (both physical and metaphorical) for conversations and collaboration. Within the scholarly ecosystem academia, libraries, and publishers have evolved together over the last 150 years into an established order of publishing and dissemination. Massive changes in technology, disruptive publishing models, and the globalization of education have meant that this accepted order is being significantly challenged.

In the final paper, “**As Worlds Collide — New Trends and Disruptive Technologies**,” **Darrell W. Gunter** explores the hypothesis that there are several forces (old and new) that are seriously threatening the publisher’s traditional subscription pricing model. The



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If Rumors Were Horses



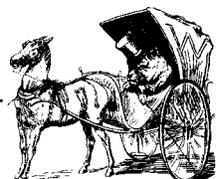
Angela’s son Ethan arrived in April weighing a whopping 10 lbs, 2 oz. Our congratulations go out to the **Flenners!**

Happy June! Lots has been going on these days.

In the recent ruling on the **Hathi-Trust and fair use** the second circuit affirmed **Judge Baer’s** earlier decision. We will have a lawyer panel during the **34th Charleston Conference**, probably on Friday afternoon.

<http://www.districtdispatch.org/2014/06/ala-applauds-second-circuit-affirmation-fair-use/>

What a big development! **HighWire Press**, a technology service provider to influential scholarly publishers and an auxiliary unit of **Stanford University Libraries**, has received a significant equity investment to support its strategic growth from **Accel-KKR**, a technology-focused private equity firm. The new partnership enables **HighWire** to further its strategic initiatives and digital innovations in Internet-based publishing. The investment from **Accel-KKR** will enable the business, **HighWire Press, Incorporated**, to operate as a stand-alone



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Column Editor: **Bruce Strauch** (The Citadel)

Editor's Note: Hey, are y'all reading this? If you know of an article that should be called to *Against the Grain's* attention ... send an email to <kstrauch@comcast.net>. We're listening! — **KS**

GRIM DAYS IN VICHY FRANCE by Bruce Strauch (The Citadel)

And the French continue to agonize over their national shame. (1) **Jean D'Ormesson**, *At God's Pleasure* (1974) (your selector calls D'Ormesson France's greatest living author); **Jean Bruller**, *The Silence of the Sea* (1942) (note the date; this was published anonymously and distributed by hand); **Allan Massie**, *A Question of Loyalties* (1989); **Philippe Claudel**, *Brodeck's Report* (2007); **Hélène Berr**, *The Journal of Hélène Berr* (2008).

See — **Nicholas Shakespeare**, "Five Best," *The Wall Street Journal*, March 1-2, 2014, p.C10. (**Nicholas'** latest book is *Priscilla: The Hidden Life of an Englishwoman in Wartime France*)

AND WHILE WE'RE ON WAR ... by Bruce Strauch (The Citadel)

Let's have five reads on D-Day. (1) **Ed. Winston Ramsey**, *D-Day Then and Now* (this is condensed from *After the Battle*, a magazine with a big rep among WWII historians)(1995); (2) **Jonathan Gawne**, *Spearheading D-Day* (a look at all the special units you never hear about: Coast Guard, Navy Scouts and Raiders, special beach battalions, signalmen et al.) (1998); (3) **Max Hastings**, *Overlord* (covers entire Normandy campaign) (1984); (4) **Donald Burgett**, *Currahee!* (account of a 19-year-old paratrooper) (1967); (5) **Joseph Balkoski**, *Omaha Beach* (sometimes referred to as finest living D-Day historian) (2004).

See — **John C. McManus**, "Five Best," *The Wall Street Journal*, May 10-11, 2014, p.C10.

LIQUID LUNCH LOG by Bruce Strauch (The Citadel)

A profile of federal judge **Denise Cote** who handled the price-fixing prosecution of various publishers and **Apple**. She hit the publishers with \$166 million in sanctions to compensate readers who were overcharged on books (*Have you gotten a check? I haven't.*) But even more devastating to them, she required they keep a record of their familiar cozy chats over lunch at the Union Square Café.

This is reported to have chilled the book business.

But of course. It doesn't pay. Liquid lunches are the only joy.

See — **David Margolick**, "Her Bite of Apple," *Vanity Fair*, June, 2014, p.104.



ANONYMOUS AUTHORS by Bruce Strauch (The Citadel)

The Allen Drury series — *Advise and Consent*; *Decision*; *Mark Coffin, U.S.S.* — are among the remarkably few novels about D.C.'s "grasping politicians, ambitious reporters and wheedling influence-peddlers." They have been out of print but are now reissued by **WordFire Press**.

Primary Colors got some brief attention largely because the author was anonymous and everyone played a guessing game.

But the first significant Washington novel was also published anonymously. *Democracy* was a tale of corruption and amorality set in U.S. **Grant's** scandal-ridden administration. It came out on April Fool's Day 1880. Three decades later, the author was discovered to be **Henry Adams**.

See — **Jonathan Karl**, "An Eavesdropper in the Smoke-Filled Room," *The Wall Street Journal*, May 24-25, 2014, p.C11.

RECORDS OF UNSPARING FRANKNESS by Bruce Strauch (The Citadel)

Someone has an ironic sense of humor. Because blockbuster author **Jeffrey Archer** went to prison for perjury due to a diary someone kept. But let's see **Archer's** favorite reads on diaries. And for anyone who went to Fiesole in Cambridge, he lives in Grantchester where **Rupert Brooke** used to bicycle for tea.

(1) **Ed. Graham Payn** and **Sheridan Morley**, *The Noel Coward Diaries* (1982); (2) **Ed. Robert Rhodes James**, *'Chips'* (**Sir Henry Chips Channon**, transplanted American social climber and MP) (1967); (3) **Ed. Michael Davie**, *The Diaries of Evelyn Waugh* (1976) (there's also his marvelous correspondence with **Nancy Mitford**); (4) **Alan Clark**, *Diaries* (son of Masterpiece Theater **Clark**) (1993); (5) **William Shirer**, *Berlin Diary* (1942) (spotted **Hitler** as a villain right off, but thought the U.S. would stay out of the war).

See — **Jeffrey Archer**, "Five Best," *The Wall Street Journal*, May 3-4, 2014, p.C10.

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scholarly publishers will need to assess their respective positions in the marketplace and will need to act in a far more expeditious manner than they have in the past. Further, these new emerging technologies are speeding up the collision that we all will face. Library resource budgets have been and will continue to be challenged, and that pressure has caused library directors to refine and reduce their collections from

publishers. This in turn challenges the publishers to deliver the best journals and articles on a commercially sound basis. Meanwhile, the author community since the beginning of time has been burdened with "publish or perish" as they build scholarly reputations. How will they be able to find the most germane articles for their research and how will they get their articles published and then found? This article discusses these topics in detail and points toward some potential answers. 🐾

Future Dates for Charleston Conferences

Preconferences and Vendor Showcase Main Conference

2014 Conference	5 November	6-8 November
2015 Conference	4 November	5-7 November
2016 Conference	2 November	3-5 November
2017 Conference	8 November	9-11 November

