

2016

If Rumors Were Horses

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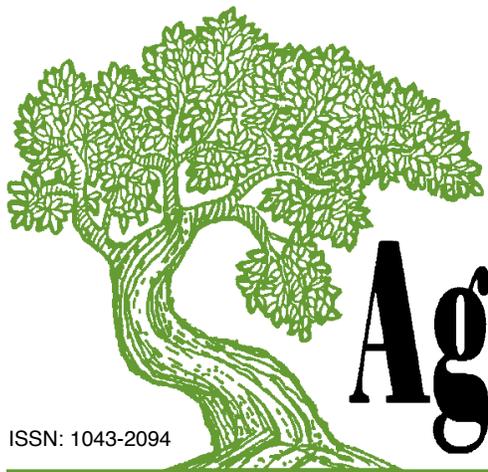
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Against the Grain

“Linking Publishers, Vendors and Librarians”

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Perspectives on the Future of the Monograph

by **Adriaan van der Weel** (Book and Digital Media Studies, Leiden University) <a.h.van.der.weel@hum.leidenuniv.nl>

and **Colleen Campbell** (Director, Institutional Participation and Strategic Partnerships – Europe, JSTOR | Portico)
<Colleen.Campbell@IthakaInternational.org>

The theme of this issue of *Against the Grain* is the future of the monograph. It is hard to find anyone who is not convinced that the monograph is important and deserves a future. Certainly none of the contributors to this issue express any doubt about it. Yet the continued role of long-form scholarly output such as the monograph is by no means assured. The articles collected here take a step back from the dizzying vicissitudes of technological and economic change to examine the monograph more fundamentally. For surely we do not want to continue to produce monographs simply because it is economically and technologically possible to maintain them as a system of academic currency. The challenges the monograph is facing are intel-

lectual at least as much as they are economic or technological. What are the implications of regarding the monograph primarily as an intellectual tool? Is it still fulfilling that function? Are monographs actually being read?

What pressures are exerted on the monograph’s function?



Libraries experience difficulty in purchasing enough monographs for their faculty and students. Presses experience difficulty in making monograph publishing pay. Authors experience difficulty in getting monographs published. Until recently this constellation of issues was commonly attributed to the

“monograph crisis.” The monograph crisis was the corollary of the serials crisis, i.e., insufficient library purchasing power resulting

from the exorbitant prices charged by the large scientific publishers for must-have journals. Even taking into account the global growth in the sheer number of academics looking to publish their research output, the problem could simply be regarded as a preponderantly economic issue. That had the undeniable benefit of also suggesting where the solution might be found: libraries needed more funding to buy books. More recently, digital developments have furnished a variant on this economic solution to an economic problem: scholars could be given more funding to pay processing fees for open access publication. Whether through pre- or postpublication funding, the monograph may be kept alive at least for a while longer. But with some calling

continued on page 10

If Rumors Were Horses

You heard it here! I have resigned from my position as Assistant Dean of Technical Services and Head, Collection Development at the **College of Charleston**. I have worked in libraries for 45 years. And decided to finally give up all the evaluations of staff, annual reports, forms to fill out, budget planning, administrative issues, etc., etc. Nothing much will change from the outside. I will continue to have an office at the **Addlestone Library**, I will keep my cofc email account, I will continue to convene the **Charleston Conference** and edit *Against the Grain* and do a few new things!



Ryoji Fukada and Buzzy Basch shown having lunch in Fiesole Italy while attending the **Fiesole Retreat** in April 2016.

Speaking of the **Conference**, we had 59 registrations in four hours the first day that conference registration opened — June 6! Gosh! Also the **Vendor Showcase** only has a few more slots left. Be sure and register. www.thecharlestonlibraryconference.com

The theme for this year is **Roll with the Times or the Times Roll Over You!** Be sure and visit the

continued on page 6

What To Look For In This Issue:

<i>Industry Consolidation ... Perspectives from Thought Leaders</i>	29
<i>2016 Outsell Information Management Benchmark Report</i>	36
<i>Enhancing the Competitive Advantage of Libraries through Social Media Marketing</i>	60
<i>Altmetrics and Books: Bookmetrix and Other Implementations</i>	84
Interviews	
<i>Ann Okerson and Alex Holzman</i>	41
<i>Yoav Lorch</i>	44
Profiles Encouraged	
<i>Center for Research Libraries</i>	38
<i>Alex Publishing Solutions</i>	42
<i>Yoav Lorch</i>	45
<i>Plus more</i>	See inside



1043-2094 (201606) 28:3;1-H

From Your (tickety-boo) Editor:

It's summer and my last one at the **College of Charleston Library** as Assistant Dean of Technical Services and Head, Collection Development. Sad and exciting at the same time! I am looking forward to no more annual reports, no more budget spreadsheets, no more staff evaluations, no more SACS reports, etc., etc.! Instead I will do other things. I am keeping the **Charleston Conference** and **Against the Grain** and keeping my office in the library and cofc email address so no change at all



on that front except I will have more time and maybe do something else!

Moving right along, this issue is guest edited by the awesome **Colleen Campbell** of Ithaca and **Adriaan van der Weel** of Leiden University and is on the **future of the monograph**. Articles are by **Geoffrey Crossick** (open access monographs), **Rick Anderson** (authorial intent), **Colleen Campbell** (researcher perspective), **Agata Mrva-Mondoya** (evolution of the monograph), **Adriaan van der**

Weel (reading monographs), and **Don Waters** (monograph publishing in the digital age).

In this issue we also have a bam-zowie special report section on **consolidation in our industry** with answers from ten of our noteworthy colleagues **Don Beagle**, **Dennis Brunning**, **Tim Collins**, **Peter Froehlich**, **Nancy Herther**, **Matthew Ismail**, **Alison Mudditt**, **James Neal**, **Audrey Powers**, and **Stephen Rhind-Tutt**.

Our **Op Ed** is about how we are failing at preservation of our heritage especially on microfilm. In **Back Talk**, **Ann Okerson** talks about "flipping" from the subscription to the APC model. Our interviews are with **Ann Okerson** and **Alex Holzman** as well as **Yoav Lorch**. **Glenda Alvin's** column in this issue spoke to me! Boy. It's oh so true that a good business relationship with one's Business Services Departments is crucial.

We have a summary of the **2016 Outsell Information Management Benchmark Report**. Also, a new regular column from **Dan Tonkery** called **Straight Talk**. We have our usual book reviews from **Tom Gilson** and **Regina Gong**. As always, **Donna Jacobs** keeps us on our toes with **Francois Mauriac**, and I was fascinated with **Tom Leonhardt's Oregon Trails** which is about his visit to the famous **Hay-on-Wye** and his book searching there.

There's much much more! But I have two upcoming conference calls about the **2016 Charleston Conference!** Register!

Love, Yr. Ed. 🐼

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:

Mark Herring and his "Little Red Herings" editorials are some of the best things going in **Against the Grain**. **Herring** writes well, and he is frequently willing to take on almost anyone. He is also very often correct in what he argues — but not always. He actually errs in his April 2016 editorial. In that piece, he defends the **FBI's** insistence that **Apple** give them access to the iPhone 5C used by the couple involved in San Bernardino, California shootings. He is right, of course, that we are genuinely awash with privacy and security leaks, and he makes a great point there is a good

bit of anti-government hysteria afoot in all of this. (By the way in the interests of full-disclosure, the **FBI** did figure out a way to unlock the phone without **Apple's** assistance.)



But the **FBI** clearly overstepped itself in this case. In requesting security clearance or access to this particular phone, they were also asking for an additional ability — the capacity to gain access to tens of thousands of people's phones. To argue against giving the government such enormous power, as **Barbara Fister** and others insist, isn't to suggest that "the sky is falling," as **Herring** claims. On the contrary, it is simply reasserting an old contention — the insistence that the government's powers are limited, circumscribed — that they must be restricted in particular circumstances. At least that is very much the way the constitutional framers saw it. Their fourth amendment clearly stipulates "that the right of the people to be secure in the persons, houses, papers, and effects against unreasonable searches and seizures shall not be violated." If that doesn't restrict or disallow **Apple's** request, what does?

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Rumors from page 1

Charleston Conference Call for Proposals!
www.thecharlestonlibraryconference.com/call-for-proposals/

Speaking of new things we can do now that I have resigned (notice I am saying **resigned** from my day job at the College — I am **NOT retiring!!**) Anyway, this year we are introducing the **CHARLESTON FAST PITCH**. In an exciting new and experimental session called **CHARLESTON FAST PITCH**, 3-5 applicants, thoughtfully pre-selected from among all those who respond to a **CALL (soon to be issued)**, will "pitch" their ideas to the entire audience and a select group of judges. For more information, see this issue, p.46 and the conference website www.charlestonlibraryconference.com.

AND — I want to give **huge, immense, and boundless THANKS!!!!** to **Steve Goodall** and **Ann Okerson** who have spearheaded this initiative! **THANK YOU BOTH, Steve and Ann!!!**

Just received my June 2016 (v.33, issue 5) of **Information Today**. One of the lead articles "Ebooks in Libraries: Equal Access to Digital Content" by **Jenny Arch** points out that

continued on page 8

AGAINST THE GRAIN DEADLINES VOLUME 28 — 2016-2017

2016 Events	Issue	Ad Reservation	Camera-Ready
Reference Publishing	September 2016	06/16/16	07/07/16
Charleston Conference	November 2016	08/18/16	09/08/16
ALA Midwinter	Dec. 2016-Jan. 2017	11/10/16	11/28/16

FOR MORE INFORMATION CONTACT

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2016 Charleston Conference — 36th Annual Issues in Book and Serial Acquisition

Call For Papers, Ideas, Conference Themes, Panels, Debates, Diatribes, Speakers, Poster Sessions, Preconferences, etc. ...

2016 Theme — “Roll With the Times or the Times Roll Over You”

Preconferences — Monday-Wednesday, October 31 - November 2, 2016

Vendor Showcase — Wednesday, November 2, 2016

Main Conference — Thursday-Saturday, November 3-5, 2016

Charleston Gaillard Center, Francis Marion Hotel, Courtyard Marriott Historic District,
Embassy Suites Historic Downtown, Charleston, South Carolina

If you are interested in leading a discussion, acting as a moderator, coordinating a lively lunch, or would like to make sure we discuss a particular topic, please let us know. The **Charleston Conference** prides itself on creativity, innovation, flexibility, and informality. If there is something you are interested in doing, please try it out on us. We'll probably love it...

The Conference Directors for the **2016 Charleston Conference** include — **Beth Bernhardt**, **Principal Director** (UNC-Greensboro) <beth_bernhardt@uncg.edu>, **Glenda Alvin** (Tennessee State University) <galvin@Tnstate.edu>, **Adam Chesler** (AIP) <adam.chesler@cox.net>, **Ed Colleran** (Triumvirate Content Consultants) <ecolleran@triumvirateconsultants.com>, **Cris Ferguson** (Murray State University) <cferguson13@murraystate.edu>, **Rachel Fleming** (Appalachian State University) <flemingrm@appstate.edu>, **Joyce Dixon-Fyle** (DePauw University Libraries) <joyfyle@depauw.edu>, **Tom Gilson** (*Against the Grain*) <gilson@cofc.edu>, **Chuck Hamaker** (UNC-Charlotte) <cahamake@email.uncc.edu>, **Bobby Hollandsworth** (Clemson University) <hollan4@clemson.edu>, **Tony Horava** (University of Ottawa) <thorava@uottawa.ca>, **Albert Joy** (Retired) <albert.joy@uvm.edu>, **Ramune Kubilius** (Northwestern Health Sciences Library) <r-kubilius@northwestern.edu>, **Erin Luckett** (Readex) <eluckett@newsbank.com>, **Jack Montgomery** (Western Kentucky University) <jack.montgomery@wku.edu>, **David Myers** (DMedia Associates) <dave@dmediaassoc.com>, **Ann Okerson** (Center for Research Libraries) <aokerson@gmail.com>, **Audrey Powers** (UFS Tampa Library) <apowers@lib.usf.edu>, **Anthony Watkinson** (Consultant) <anthony.watkinson@btopenworld.com>, **Meg White** (Rittenhouse) <meg.white@rittenhouse.com>, **Katina Strauch** (College of Charleston) <kstrauch@comcast.net>, or www.charlestonlibraryconference.com.

Send ideas by **July 15, 2016**, to any of the Conference Directors listed above. The Call for Papers form is available at <http://www.charlestonlibraryconference.com/participate/call-for-papers/>.

Or send ideas to: **Katina Strauch**, MSC 98, The Citadel, Charleston, SC 29409 • 843-723-3536 (voice) • 843-805-7918 (fax) 843-509-2848 (cell) • <kstrauch@comcast.net> • www.charlestonlibraryconference.com 🐼



Rumors from page 6

many innovative formats do not replace older formats. Quoting from the **Pew Research Center Report**, “Libraries at the Crossroads” she says that only 38% of people are aware that their library lends eBooks. There are many interesting statistics in this report.

<http://www.pewinternet.org/2015/09/15/libraries-at-the-crossroads/>

And Nielsen’s **2015 U.S. Book Industry Year-End Review Report** is finally available! We’ve all heard the saying “Everything that’s old is new again.” In the book realm, that statement couldn’t ring more true, as sales of traditional print books increased almost 3%, while sales of eBooks dipped. As a result, eBooks’ share of the total market slipped from 27% in 2014 to 24% last year. That said, however, certain genres maintained a larger share in the digital realm than others, including Romance and Thrillers. Despite the slight shift in total eBook sales, one channel within the digital space saw significant growth — **smartphones**. In fact, **eBook consumption via smartphone grew from 7.6% in 2014 to**

14.3% in 2015, which is yet another signal of how ubiquitous our handheld best friends have become. In looking at category trends, **non-fiction** was the highlight of 2015, with 12% growth in children’s non-fiction and 7% growth in adult non-fiction. On the fiction front, the big gainers were **science fiction** (44%), **classics** (32%) and **graphic novels** (22%). **Adult coloring books** also had a breakout year, with an estimated 12 million copies sold in 2015, compared with 1 million in 2014.

<http://www.nielsen.com/us/en/insights/reports/2016/2015-us-book-industry-year-end-review.html>

Jedi Jim O’Donnell gave a “revenge” paper in Fiesole, Italy this year at a **preconference** entitled **The E-Book Elephant**. His paper “*The Reader and the E-book*” emphasized several difficulties with the electronic book and highlighted publication formats that are not always desirable. <https://2015charlestonconference.sched.org/event/49j8/star-wars-in-the-library-part-i-the-revenge-of-the-jedi-and-part-ii-the-force-awakens>

http://libraries.casalini.it/retreat/retreat_2016.html

On another note, **DBW reports that Author Earnings** has posted a new report ... on eBook pricing from the **Big Five publishing houses**. According to the dataset they used, the eBook prices of the publishers’ most-heavily-promoted frontlist launches were, for the most part, still priced between \$12.99-\$14.99. But, as the report points out, once you take a step back and look at the 157,000 eBooks from the Big Five, “a significant shift” is seen. The average price of a Big Five eBook, according to the report, dropped from \$10.31 in January 2016 to \$8.67 in May 2016.

<http://www.against-the-grain.com/2016/06/atg-news-announcements-61116/>

Just heard from the focused **Leila Salisbury**. (See her profile in *ATG* <http://www.against-the-grain.com/2012/12/atg-star-of-the-week-leila-w-salisbury-director-university-press-of-mississippi/>.) **Leila** has accepted the position of director at the **University Press of Kentucky**. She says she hates to leave colleagues in Mississippi but her family is in Lexington. (I also noticed that she interned at the **University Press of Kentucky** when she was in college.) She will begin work

continued on page 20

this question, I have space only to list briefly some of the activities now being undertaken with Mellon support:

- **Michigan Publishing** (with presses at Indiana, Minnesota, Northwestern, and Pennsylvania State) is developing a Hydra/Fedora platform for disseminating and preserving digital monographs and their associated media content.⁸
- The **University of Minnesota Press**, in collaboration with the **City University of New York**, is developing tools and workflows for publishing iterative scholarly monographs, in which works remain dynamic by means of the ongoing interaction between author and reader.⁹
- The **Stanford University Press** and **Stanford University Library** are developing peer review, editorial, publication, and preservation workflows for “interactive scholarly works;” that is long-form, born-digital publications that depend on the interactive features of the Web to link interpretive scholarship to related secondary sources, primary source evidence, visualizations, and software tools.¹⁰
- The **New York University Libraries and Press** are creating a discovery and reading interface.¹¹

The Reader

Now let me conclude with simply a gesture toward the most important ingredient in this complex mix, namely the reader. All of the ambitious and creative activity that I have described has originated mainly on the producer side of the author-reader interaction. The work of the faculty, the universities and colleges, and the presses is worthwhile if and only if a market is created in which readers find and read the works of knowledge that are produced. The most important question, which the humanities’ deans raised in their discussion that I described at the beginning of this article, is: What makes for an active reader in the digital age? Exploring the answer to this question still lies before us as largely virgin territory. We have an enormous amount of work to do. 🌱

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Rumors

from page 8

on August 1st. In the interim, her personal email is <salisbury.leila@gmail.com>. One aspect of her new position is that the press at **UK** reports through the libraries, so **Leila** will have an even better opportunity to connect with the library world! Fodder for more columns!

I understand from **Leila** that the **AAUP** has formally launched a new set of “best practice” recommendations for peer review. **Mick Jeffries**, who was on the **AAUP** editorial committee and who helped put together the guidelines plans to do a column about the guidelines and the process of developing them. Watch for it in **September**.
<http://www.aaupnet.org/resources/for-members/handbooks-and-tool-kits/peer-review-best-practices>

Moving right along, the **University Press of Florida** announces that **Linda Bathgate** joins the Press on July 1 as **Editor in Chief** and **Deputy Director**. **Bathgate** comes to **UPF** from **Routledge**, a division of **Taylor & Francis**, where she is Publisher in Communication. For over a decade she developed journals as well as books for communication and writing, composition, and rhetoric disciplines at **Lawrence Erlbaum Associates**, prior to their acquisition by **Taylor & Francis**.

Bathgate is a member of **Pace University’s Master of Science in Publishing Advisory Board**. **Bathgate** will lead **UPF’s** book division and burgeoning journals program. She will be acquiring for the press’s robust regional gardening list and coordinating an expansion into earth sciences. **Meredith Morris-Babb** is Director of **UPF**. This search was handled by the awesome **Jack Farrell & Associates**. upress.ufl.edu

How about the print book and the scholarly monograph? This issue of **ATG** (June) is ably edited by the gorgeous **Colleen Campbell** (**Ithaca**, once at **Casalini Libri**) and the astute **Adriaan van der Weel**. They convince us that the print book is far from dead!

Noteworthy! The **Rare Book School** has received a \$1 million gift from philanthropist **Jay T. Last**. This donation, the single largest in the School’s history, is to be used over the next four years to “strengthen the School for the future,” as **Mr. Last** wrote in a letter accompanying the gift. The funds from **Mr. Last’s** benefaction will be used to improve and expand **Rare Book School** programs, and to increase the School’s visibility, sustainability, and impact over the long term. “After carefully studying our organization, **Jay** has chosen to make a philanthropic investment in the future success of **RBS’s** educational mission,” said **Rare Book School Director Michael F. Suarez, S.J.**
<http://rarebookschool.org/news/gift-received/>

continued on page 26

surely grow where that is possible and with it we shall see the decline of the monograph as it has been presented here. The case for open access seems to me a strong one, though the practical difficulties of achieving it without damaging the monograph as it is valued today are significant and are explored at length in the report, as are the challenges involved in ensuring that academics have confidence in the way open access is introduced. Nonetheless, the looming crisis of the monograph when everyone can purchase individual chapters, a crisis of fragmentation which could destroy what the monograph is and what it means, might only be avoided by having the full book freely accessible online. 🐼

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5. **C.J. King, D. Harley, S. Earl-Novell, J. Arter, S. Lawrence and I. Perciali.**, *Scholarly Communication: Academic Values and Sustainable Models* (Berkeley: Centre for Studies in Higher Education, UC Berkeley, 2006), p. 21. <http://www.cshe.berkeley.edu/publications/scholarly-communication-academic-values-and-sustainable-models>
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7. **Crossick**, pp. 21-26.

Monographs in a Changing Reading Culture

by **Adriaan van der Weel** (Book and Digital Media Studies, Leiden University)
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There is a need universally acknowledged for the SSH monograph to migrate to the digital realm where we all now reside so much of the time. The monograph continues strongly as academic currency, both economically — to buy prestige and a career — and intellectually. No one doubts the importance of the monograph, and neither do I. Nor do I doubt the need to adapt it to the research practices of modern scholarship, which are indeed increasingly digital. So clearly for the sake of digital discoverability — to remain visible — and for convenience of access the monograph should digitize.

Yet taking a longer view, both as a book historian and as a reading researcher, I have some niggling doubts whether giving it a digital guise will be enough to secure the monograph's intellectual future. It may make excellent technological and economic sense, and it may answer better to readers' information hunting strategies than paper does, but is this enough? Couldn't the monograph as an intellectual genre be just as historically contingent as are text technologies and reading cultures? What if the monograph were the product of a particular reading culture that, however dominant it may have been, is now rapidly being overtaken by a radically different one? Worse, what if moving it to the digital realm actually hampered rather than aided the monograph's chances to make a successful contribution to scholarly communication?

As we all know, to do justice to the long-form argument *as the author intended it*, the monograph ought ideally to be read from cover to cover. And as we also know, this is best done on paper. No screen is a match for paper when it comes to concentration on the text. According to **Naomi Barron** (author of *Words Onscreen*, a monograph entirely devoted to the issue of how technology is affecting reading habits), 92 per cent of 400 young adults [!] in the U.S., Japan, Germany, Slovakia, and India said they could concentrate better on paper than on any screens (<http://blog.oup.com>, 24 Febru-

ary 2016). This matches the fact that despite a large and growing number of readers who have invested in e-reading devices, long-form texts are still preponderantly read in paper forms. In the U.S. eBooks represent about 25-30 per cent of trade book sales, but in Europe no more than about 5 per cent on average, with the UK hovering somewhere in between.

Some years ago the problem with screens was thought to be mainly a matter of quality, with flicker and low resolution being the two chief hindrances. Improvements of screen technology (e-ink, flicker-free CRT and high-definition LED screens) have largely removed this factor, so the tenacity of our paper-based reading habits must have a different cause. As it turns out, today's multidisciplinary reading research is actually able to suggest some good explanations, especially when it comes to more demanding reading such as monographs. First of all there are some basic *ergonomic* differences. Unlike the utter predictability of the printed book as a reading machine, screen technology is always subject to change. Even the presence of such essential ingredients for the successful use of the monograph as an intellectual tool as bookmarking, underlining and annotation cannot be taken for granted in digital reading software. It is up to the reader to become familiar with the functionality of each particular combination of reading software and screen hardware encountered.

More particularly relevant for long-form texts like monographs, in an *attentional-perceptual* sense paper is more conducive to concentration than screens with their inbuilt distraction. Rather than deliver ourselves into the hands of the author in the classic "one author, one text, one book" paradigm, as digital readers we are faced with an infinite "docuverse" of linked texts. Helpful as links may be for some purposes, such as discovery, they are also invitations to go in search of greener reading pastures, necessitating constant decisions to constitute the reading text. The reading

continued on page 28

Speaking of this issue, don't miss the **Special Report on Consolidation in the Industry**. This was conceived over dinner by **David Parker** who is the driving force behind this initiative. There are statements from ten luminaries so far. And we hope to get more. Are you interested in adding your perspective? If so, please write **David** <darker@astreetpress.com>, or **Tom Gilson** <GilsonT@

cofc.edu>, or me <kstrauch@comcast.net>! Looking forward!

See **Erin Gallagher's Hot Topics** this week. **Erin** was in Orlando this past Sunday where at least 50 people were killed and many wounded. She facebooked that she was safe. Thank goodness. We love you, **Erin**. Stay safe!
www.against-the-grain.com/

Just heard a minute ago that **Microsoft Corp** (MSFT.O) will buy **LinkedIn Corp** (LNKD.N) for \$26.2 billion in its biggest-ever

deal, marking CEO **Satya Nadella's** first big effort to breathe new life into the software giant's business-productivity tools. I don't do much with social media but I find that **LinkedIn** is a great resource.
<http://www.reuters.com/article/us-linkedin-m-a-microsoft-idUSKCN0YZ1FP>

I was excited to learn that the **ACI Scholarly Blog Index** has won the **SIIA Business Technology 2016 CODIE Award for Best Scholarly Research Information Solution**.

continued on page 38

Redwood City, one of the most competitive and high cost locations where software engineers are constantly looking for the next opportunity is a challenge.

My final example of a private equity play is **OverDrive**, the Cleveland based company supplying digital content to libraries, primarily schools, public libraries, and public library systems. **OverDrive** caught the wave of the shift from print to electronic formats and experienced a dramatic growth spurt. It needed a cash infusion to help pay for expansion and for a new headquarters. In 2010 **Insight Venture Partners**, a private equity firm provided the necessary cash investment and became the primary shareholder and majority owner. In five years with continued growth **OverDrive** became a hot target and in 2015 **Insight Venture Partners** sold **OverDrive** to Japan's **Rakuten, Inc.** for \$410 million. The **OverDrive** example is another great payday for a venture firm. Anytime you can turn \$30 million into \$410 million is an impressive win.

Back to my original question: Are private equity firms in the library marketplace good or bad for our industry? One thing is certain, a number of private equity firms have made investments in ILS, Book supply, and e-books that have yielded impressive returns. We can expect that private equity firms will remain players in our marketplace. In addition, private equity firms allow library service companies to raise much needed capital for expansion or for buying other companies.

On the other hand, private equity firms are focused on maximizing their profit potential and have little to no interest in growing, developing or even understanding our market place. A private equity firm most likely will have ownership positions in ten or more companies often in a variety of businesses. The library company they invested in is just a balance sheet to watch over and make sure that the profits grow. In some cases, the venture firm makes a wrong investment and after attempting and failing to find an exit strategy is left with the option of stripping the company of all its cash and/or other assets and simply walking away and leaving the company to fail. Recent examples of this type of venture play include both **Swets** and **Faxon**.

My money is on vendors that are long term players in the marketplace, who are conservative and who have a deep understanding of the marketplace. Libraries should avoid companies that are saddled with huge debt and pay attention to what is going on in the marketplace. The **Swets** situation is a prime example of too many people ignoring the warning signs. Investment banks were having second thoughts about **Swets** and in the end they stripped out all the cash, protected their investment and pocketed many libraries' prepayment payments. Several major U.S. libraries each lost more than a million dollars.

against the grain

publisher profile

Center for Research Libraries

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OFFICERS: **Bernard F. Reilly** (President). Board of Directors at: www.crl.edu/node/177.

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KEY PRODUCTS AND SERVICES: Cooperative collection development; print and digital primary source collections; licensing of databases and related analytics.

CORE MARKETS/CLIENTELE: Independent and academic research libraries.

NUMBER OF EMPLOYEES: 80

HISTORY AND BRIEF DESCRIPTION OF YOUR COMPANY/PUBLISHING PROGRAM: In March 1949, ten major U.S. universities entered into a formal agreement establishing the **Midwest Inter-Library Corporation (MILC)**, the forerunner of today's **Center for Research Libraries**. The founding institutions were the **University of Chicago**, the **Illinois Institute of Technology**, the **University of Illinois**, the **State University of Iowa**, **Indiana University**, the **University of Kansas**, **Michigan State College**, the **University of Minnesota**, **Northwestern University**, and **Purdue University**.

Today the **Center for Research Libraries (CRL)** is an international consortium of over 200 university, college, and independent research libraries. Since its founding **CRL** has supported original research and teaching in the humanities, sciences, and social sciences by preserving and making available to scholars a wealth of rare and uncommon primary source materials from all world regions.

ADDITIONAL ITEMS OF INTEREST TO ATG READERS: **CRL** is an umbrella under which many communities of interest collaborate, to build and share resources that support original scholarly research on all world regions. **CRL's** deep and diverse collections are built by specialists and experts at the major U.S. and Canadian research universities, who work together to identify and preserve unique and uncommon documentation and evidence, and to ensure its long-term integrity and accessibility for researchers in the **CRL** community.

CRL also hosts and supports the **LIBLICENSE** model license initiative and its active discussion listserv. 🌱

My final thought... All of these private equity firms are investing enormous amounts of money chasing deals all over the world. When you stop and think about it, the money they are using is mostly from retirement funds. Your state, university, or other retirement program

is supplying the cash for the various private equity funds. I guess we can all sleep well at night knowing that someone is using our money creatively... or not! 🌱

Rumors from page 26

For 30 years, the **Software & Information Industry (SIIA)** has conducted the **CODiE** annual awards program and the **CODiE** program is the industry's only **peer-reviewed** awards platform. I understand that **ACI** beat out two strong finalists in this **CODiE** category: **Elsevier Reference Module in Biomedical Sciences** and **ProQuest Ebook Central**. **Pat Sabosik** the manager of the **ACI Scholarly Blog Index** has been in the industry for many years. I first met her when she was editor and publisher of **Choice magazine**. On the personal

side, **Pat** has a grandson in Greenville and she recently vacationed in Hilton Head! She is also planning a panel in Charleston during the **2016 Charleston Conference!**

<http://aci.info/2016/05/18/aci-scholarly-blog-index-named-siia-2016-codie-award-winner-for-best-scholarly-research-information-solution/>

On the Elsevier page — BA Insight and **LexisNexis Legal & Professional** have announced a strategic alliance that integrates **Lexis Search Advantage** natively into law firms' **Microsoft SharePoint** environments using the **BA Insight Software Portfolio** into

continued on page 46

Interview — Yoav Lorch
from page 45

do you enjoy? And of course, we'd love to know what books you are reading.

YL: I have a built-in trust in the generosity of destiny. An engrained belief that things will turn out alright no matter what. Even when I have reason to challenge this belief, I can't really shake it off. I don't know who to thank for this trait, but I guess it's here to stay. And when you add to this the full conviction that what we are doing is both viable and good, that the books of the world and the people of the world desperately need a better platform for finding and engaging each other, it's a very potent energy source.

There is no shortage of hardships on this way. As you can imagine libraries are not quick to embrace newcomers, especially those branded "vendors." On the other hand we often receive such warm and heartfelt thanks from patrons and librarians, that it quickly balances the suspicious glances we get elsewhere.

I love the sea and my sea-kayak, and I go out in almost all weather, day and night. It's a dance with the wind and the waves, and has on the mind the effect of reformatting the hard disk. When I'm back on shore there's a bit more order in my mind, and the priorities, both practical and philosophical, are more correctly placed.

I read mostly literary fiction, both new and old, but I can get easily immersed in more or less anything. In fact, Total Boox has greatly increased the subjects and types of books I've dabbled in, and recently I read some military history, and an extremely effective diet book. 🌿

against the grain
people profile

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Alex Holzman

BORN & LIVED: Born in New York City. Have lived in NYC; Bergenfield, NJ; New Brunswick, NJ; Berkeley, CA; Columbus, OH; Brooklyn, NY; Philadelphia, PA.

EARLY LIFE: Fun. 5.5 people (an interesting story) in a two-bedroom, rent-controlled NYC apartment, with the life-changing **American Museum of Natural History** and **Hayden Planetarium** and Central Park only a block away. Followed by a whole house (!) and lots of woods and fields to roam in NJ.

PROFESSIONAL CAREER AND ACTIVITIES: College textbook sales rep/manager, abstracter/indexer, acquiring editor, electronic publishing manager, consortia sales manager, university press director, freelance baseball writer, journal editor.

FAMILY: Lots of fun and lots of love.

IN MY SPARE TIME: What's that? But non-professional activities include bicycles, running, walking, traveling, and learning sabmetrics.

FAVORITE BOOKS: Biographies and baseball books and novels and creative nonfiction. *The Essays of E.B. White* is the book I re-read and re-read and re-read.

PET PEEVES: So much to do; so little time!

PHILOSOPHY: 1) I'd rather be lucky than good. 2) Luck is the residue of design. 3) Don't look back — something might be gaining on you.

MOST MEMORABLE CAREER ACHIEVEMENT: Publishing so many important books written by such great authors.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: Taking my great nieces to their first baseball game; continuing to contribute in various ways to improving the scholarly communications ecosystem, especially its sustainability.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: I'll assume this means university presses. I worry that some may cease to exist because of the changing structure of scholarly communication, but I hope those that persist will be using multiple business models to thrive in their niches. I don't presume to know what models; the excitement will be in seeing and perhaps helping them to develop! 🌿

NEW: Charleston
Conference to Reward
Creative Ideas!

In 2015, the **Charleston Conference** presented several well-received panels about startups, innovation, and entrepreneurship. For 2016, the Conference will seek to expand on those themes and that spirit by actively encouraging creative solutions in academic libraries. In an exciting new and experimental session called **CHARLESTON FAST PITCH**, 3-5 applicants, thoughtfully pre-selected from among all those who respond to a CALL (soon to be issued), will "pitch" their ideas to the entire audience and a select group of judges. TWO proposals will be awarded, one by the judges and one from audience votes. This Call will be open to all who have interesting, useful, and implementable ideas for change and improvement in their own workplaces and seek a community "vote of confidence" plus a small financial award (\$2500 each) to seed their proposals. Immense thanks to **Steve Goodall** and the **Goodall Family Foundation** for funding the 2016 prizes in this new **Charleston Conference** Feature. For further information, contact **Ann Okerson** <aokerson@gmail.com> or **Katina Strauch** <kstrauch@comcast.net>. 🌿

Rumors
from page 38

optimize legal research, drafting and review processes. By layering **Lexis Search Advantage** capabilities on top of their **BA Insight** knowledge management systems, law firms open up access to the full capabilities and content of **LexisNexis** research solutions — reaping significant efficiency and quality benefits.

www.BAinsight.com

I want to give a big shout out to **Danny Overstreet** who recently visited the **College of Charleston Library** to discuss the usage of our collection by our faculty members. He was of course touting **Emerald** products but his spreadsheets and manipulation of what was generally being used (no confidential patron information) was excellent. This in my opinion is what we librarians should be doing to promote use of our many resources. Yes, I know it takes time and there are too few of us but there may be an opportunity here.

Don Beagle, Director, just sent a brochure about the renovation and upgrade of the **Abbot Vincent Taylor Library** at **Belmont Abbey College**. Check it out here. And **Don** has agreed to write a regular column for **ATG**. Coming soon.

<http://www.catholicnewsherald.com/42-news/rokstories/8308-belmont-abbey-college-library-renovation-recaptures-gothic-architecture>

continued on page 78

Don's Conference Notes
from page 77

of teens age 13 to 17 who use various services:

Facebook	71	Google+	33
Instagram	52	Vine	24
Snapchat	41	Tumblr	14
Twitter	33	Other	11

2. We live in an area of *demographic explosion*. The face of young America is changing; some teens are exposed to media as much as 13 hours a day.
3. The *digital divide* includes access to social and learning resources that support an ability to use digital media to design, innovate, and intervene in the world around them. Young people have increasing aspirations of doing this.
4. *Design disposition*. Young people want the Internet to be a resource for technology.
5. The "Age of Average" is over. Change is constant. Being average is no longer good enough. We are in a world of two classes of people: those whose skills are being replaced by smart machines and those whose skills complement smart machines.
6. *Design literacy*. What does it mean to be literate in a knowledge-driven economy or in a world where smart technology is pervasive in our lives? It is the capacity to respond to adversity of complexity. We must bring those skills into learning spaces that we create.

7. *Paradigm shift for libraries*. Here are the key questions:

- Are your library and electronic services built to catalyze design literacy?
- Does your space welcome "design disposition" (making and sharing in a media world)?
- Do you think of libraries as social hubs and laboratories for producing knowledge? Think of them as spaces encouraging collaboration and interaction, not the traditional quiet study space.
- Do your services make learning authentic, resonant, meaningful, and production-oriented? Young people use resources that libraries make available and create their own learning ecology. Libraries provide a vital function in a learning ecosystem.

For further information, see **Watkins'** book, *The Young and the Digital* (<http://theyoungandthedigital.com/>) and his Website <http://doinginnovation.org/>.

The 2017 ER&L conference will be held in Austin, TX on April 2-5. 🐘

Donald T. Hawkins is an information industry freelance writer based in Pennsylvania. In addition to blogging and writing about conferences for *Against the Grain*, he blogs the *Computers in Libraries and Internet Librarian* conferences for *Information Today, Inc. (ITI)* and maintains the *Conference Calendar on the ITI Website* (<http://www.infoday.com/calendar.asp>). He is the Editor of *Personal Archiving*, (*Information Today*, 2013) and Co-Editor of *Public Knowledge: Access and Benefits* (*Information Today*, 2016). He holds a Ph.D. degree from the *University of California, Berkeley* and has worked in the online information industry for over 40 years.

true stories at the smoky view

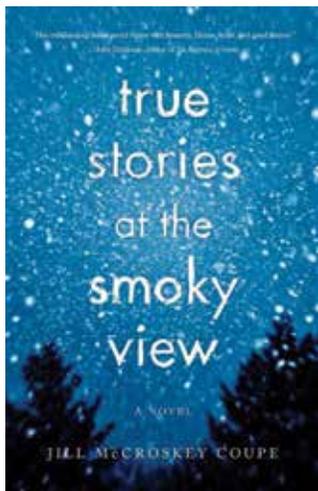
By Jill McCroskey Coupe

The lives of a librarian and a ten-year-old boy are changed forever when they become stranded by a blizzard in a Tennessee motel, join forces in a very personal search for justice, and eventually confront the tyrant responsible for two suspicious deaths.

"With intricate story lines involving murder, library research, road trips, and Vrai's and Jonathan's quest for justice, and motifs including motherhood, love, marriage, betrayal, and true friendship, there is something for everyone in this light/dark Southern novel by a writer to watch." —*Library Journal*

"This exhilarating debut novel brims with honesty, charm, heart, and good humor." —*John Dufresne, author of No Regrets, Coyote*

"This is a story that creeps up on you: charming at first, then wrapping you in its spell until you truly feel the characters' losses and what they have at stake. The plot is something you could almost imagine happening, yet just quirky enough to leave you with a frisson of escapist delight. Coupe's work is reminiscent of such varied sources as *The Decameron*, private eye stories and the films of Woody Allen. But ultimately, it's its own amiable and poignant self." —*The Ivy Bookshop blog*



A former librarian at Johns Hopkins University, **Jill McCroskey Coupe** has an MFA in Fiction from Warren Wilson College. She lives in Baltimore. Visit her online at:
<https://jillmcoupe.wordpress.com> or
www.facebook.com/jillmccroskeycoupe.


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Endnotes

1. **Hawkins, Donald T.**, "Something New: Electronic Resources & Libraries," *Information Today*, 24(4): 25, 32 (April 2007).
2. **Levine-Clark, McDonald, and Price**, "Discovery or Displacement? A Large-Scale Longitudinal Study of the Effect of Discovery Systems on Online Journal Usage," *UKSG Insights*, 27(3): 249-56 (2014).
3. **Bucknell, Terry**, "Garbage In, Garbage Out: Twelve Reasons Why Librarians Should Not Accept Cost Per Download Figures At Face Value," *The Serials Librarian*, 63: 192-212 (2012).

Rumors from page 46

Hmmm... was reading an article the other day by **Joe Wikert** (How Sirsi, Alexa, and Other IPAs will Revolutionize Publishing). IPAs (intelligent personal assistants) — **Apple's Sirsi** and **Amazon's Alexa** are gimmicks right now it seems like. I know people who use **Sirsi** religiously but I don't have a need for it, at least not yet. And I have never used **Alexa**. **Wikert** likes IPAs because he says they will "enable us to have conversations with the most knowledgeable experts we'll never meet and who really don't even exist." Will the book and the journal and containers go away? Does anyone want to guest edit an issue of *ATG* on this topic? The evolution or is it demise of the "container" for content/information?

www.Bookbusinessmag.com/

continued on page 83

Little Red Herrings from page 81

Couple all this with the downturn in students choosing a four-year degree and the picture gets very murky very quickly. While 18-22 year olds may still want to spend four or five...or six years pursuing a college degree, Mom and Dad may not want to pay for it. To be honest, not many of those 18-22 year olds may want to, either. With most students incurring a minimum of \$20,000 in debt on graduation (in many places nationwide it's much higher), some sort of apprenticeship looks more and more inviting, especially if it ends in a steady, even modestly well-paying job. In the Palmetto State the average college debt is \$29,163 with almost 60% of all graduates incurring that debt (<http://ticas.org/posd/map-state-data-2015>).

Meanwhile, the cost of scholarly communication continues to rise, open access slogs along going somewhere but where is unclear. Personnel costs mount, and healthcare costs are not only increasing, but so also is the burden to be shared by states and those covered. Then there is that factor no one talks about much anymore: the greying of the professoriate. Although it's true that many in the professoriate will work not only beyond age 65 but even beyond age 70, the eventual reality is that the huge numbers of faculty hired in 1960s and 1970s will step down. Whether we like it or not, that will open the door for many changes to occur. While we await that eventuality, state legislators, parents and taxpayers are calling on higher education, its practices and its practitioners, to give an account of their reasons for being.

Frankly, when it's all added up, the good news and the not so good news, even the most agnostic library lovers among us may be led to utter a cry to St. Jerome. 🐉

Rumors from page 78

I know this is controversial and all that but I am fascinated by the initiative. (**Opening Up the Repository** by **Carl Straumsheim**). **University of Florida** and **Elsevier** are beginning a project to connect the university's repository of scholarly works to the **ScienceDirect** platform. Despite publishing thousands of articles a year, the visibility of the university's intellectual work was not good. According to **Judith C. Russell**, dean of **University Libraries UF** hasn't had a culture of authors depositing their articles in its institutional repository. Getting faculty to deposit articles in an IR is not easy. We are finding that out at the **College of Charleston**. **Judith C. Russell** will join us in Charleston at the **36th Charleston Conference** to discuss this innovative move. I can't wait to hear all about it! Stay tuned!
<https://www.insidehighered.com/news/2016/05/25/university-florida-elsevier-explore-interoperability-publishing-space>

Another of our speakers in Charleston is **Anja Smit** <H.P.A.Smit@uu.nl>, university librarian, **University of Utrecht**. She joined **Utrecht University** in 2010, after an international career of over 20 years in library management and library automation. Formerly she was a library director at two **Dutch Universities (Nijmegen and Maastricht)** and spent three years in the U.S. As an Executive Consultant for a non-profit library service organization she helped libraries on strategic and tactical planning, human resource management, facilities renovation, and other topics critical to library administrators. I first heard **Dr.Smit** speak in **Berlin at the 17th Fiesole Retreat**. Her topic was "*Thinking the Unthinkable, A Library Without a Collection.*"
http://libraries.casalini.it/retreat/retreat_2015.htm

Another fantastic speaker is **Kalev Leetaru**, **Leetaru** co-founded a Web company in 1995, while still in middle school. His first product was a Web authoring suite. **Leetaru**'s undergraduate thesis at the University was a detailed history of the **University of Illinois**, and formed

continued on page 85

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Back Talk from page 86

Recognizing one cannot well predict unintended consequences, reminds us that flipping the subscription model is ultimately another metaphor for a scholarly publishing system with deep roots and high-arching ramifications. But, if we can set aside our usual fretfulness and experiment on a path that can lead to wider access, restrained costs, and perhaps better research publication — in subject areas where it makes sense to do so — then shouldn't we should give the flipping proposal a shot? How could we not? 🐉

Endnotes

1. Everything you ever wanted to know about the project: <https://scoop3.org/>.
2. **Ralf Schimmer, Kai Karin Geschuhn, and Andreas Vogler** (2015). "Disrupting the subscription journals' business model for the necessary large-scale transformation to open access." See: <http://hdl.handle.net/11858/00-001M-0000-0026-C274-7>.
3. For a summary, **Kathleen Shearer**, "Report on the Berlin 12 Open Access Conference," December 18, 2015. See: www.arl.org/documents/publications/2015.12.18-Berlin12Report.pdf.
4. See: <http://openaccess.mpg.de/2172617/Expression-of-Interest>.
5. Referenced by **Jeff Mackie-Mason** in his blog post "Economic thoughts about gold open access," April 23, 2016. See: <http://madlibbing.berkeley.edu/>.
6. **Mackie-Mason**, *ibid*.
7. "I'd like to teach the world to sing," <https://www.youtube.com/watch?v=ib-Qiykq-Q>.

Altmetrics and Books: Bookmetrix and Other Implementations

by **Donald T. Hawkins** (Freelance Conference Blogger and Editor) <dthawkins@verizon.net>

We are beginning to see more frequent use of altmetric “donut badges” to measure the impact of scholarly journal articles, particularly in the STEM fields. By including data from social media platforms on numbers of downloads, readers, and even mentions in other publications, altmetrics are a significant enhancement of well-known citation and impact counts.

Altmetric data for books and especially individual chapters is rare. But now a new groundbreaking service has appeared, and it is showing significant promise in measuring the impact of books and book chapters. Just over a year ago, **Springer**, a leading publisher of STEM books, formed a partnership with **Altmetric** (<http://www.altmetric.com>) to develop a platform to display title and chapter level metrics for its large book collection. The result, **Bookmetrix**, presents data on

- *Citations*, based on Digital Object Identifier (DOI) data from **CrossRef** (<http://www.crossref.org>),
- *Mentions*, collected by **Altmetric** from blogs, tweets, and other social media data,
- *Readers*, organized by country, from **Mendeley** (<http://www.mendeley.com>) data,
- *Reviews*, collected by **Springer** from the literature, and
- *Downloads* of **Springer’s** eBooks.

The **Springer Bookmetrix** platform is an important addition to scholarly book publishing. For the first time, an easy method of obtaining quantitative usage data measuring the impact of a book is readily available. Authors and readers can obtain a view of not only how a book is faring in the market, but for the first time, data on individual chapters is also available.

In a press release issued at the **2016 London Book Fair**, **Springer** said that the **Bookmetrix** feature has been well received and has received over 750,000 page views per month. Over 1,500 authors have tweeted about their Bookmetrics scores.

Below are some screenshots of the implementation of **Bookmetrix** on the **Springer** Website (see <http://www.springer.com/us/book/9783642248252>).



Catalog Page for *Digital Libraries: For Cultural Heritage, Knowledge Dissemination, and Future Creation* on **Springer’s** Website. Note the **Bookmetrix** summary data at lower right.



Download Data for *Digital Libraries...*



Mendeley Readership Data for *Digital Libraries...* By Country, Reader’s Discipline, and Professional Status.

These data are all freely available on **Springer’s** Website, although that for many books is not as complete as the example shown here. The interface is well designed and easy to use and understand. Of course, the data are limited; at present only **Springer’s** books are in the system, and readership data is limited to that by users of **Mendeley**.

At the **London Book Fair**, **Altmetric** announced “Badges For Books,” a program similar to **Bookmetrix** and has received expressions

continued on page 85

Rumors
from page 83

the basis for the **University of Illinois Histories Project**. Leetaru's research has focused on the use of **big data and networks** and their utility in prediction.

And last but not least! — tada — let's not leave out the **President-elect of ALA, James G. Neal** who has agreed to take time out of his busy schedule to be our keynote speaker! **Jim** also answered the **consolidation in the industry** question and his provocative answer is in this issue, p.33.

There are many other fantastic and famous speakers. Search our Website for even more info!

And be sure and register for the **Charleston Conference ASAP!**
See you soon! Love, Yr. Ed. 🍷

Altmetrics and Books
from page 84

of interest from several publishers. (Book data are based on ISBNs.) **Routledge Handbooks Online** (<https://www.routledgehandbooks.com/>), published by **Taylor & Francis**, is the first implementation of Badges For Books. And **Brill Publishers** (<http://www.brill.com>), a scholarly publisher focusing primarily on humanities books, has expressed interest in adding the **Bookmetrix** capability to its online catalog. These developments are a significant expansion of the **Bookmetrix** service because **Routledge Handbooks** focuses on the social sciences and humanities — disciplines which up to now have not been well analyzed because their research results are published mainly in books instead of journal articles. The addition of altmetric data on humanities and social science books will be an excellent expansion of our understanding of research trends in those fields.

I found the **Bookmetrix** system interesting and enjoyable to use. As an Editor of two recently published books (*Personal Archiving: Preserving Our Digital Heritage* and *Public Knowledge: Access and Benefits*), I would find it fascinating to learn the impact that my books are having! 🍷



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- State-of-the-art warehouse management system providing real time access to stock levels

SUBSCRIPTION MANAGEMENT

We can handle every aspect of the subscription fulfilment process for you, from order processing to claims handling, payment collection, renewal campaigns and label production and mailing.

We can support all types of subscription products and business models using multiple currency pricing and payment options. With over 40 years experience in the business we have developed extensive partnerships with subscription agents and online hosts to ensure there is a seamless transition from order to activation.

For more information about our services please contact Neil Castle or Bob Rooney and we will be delighted to discuss how Turpin can assist you with your print and digital distribution.

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