Against the Grain

2016

If Rumors Were Horses

Katina Strauch

Against the Grain, kstrauch@comcast.net

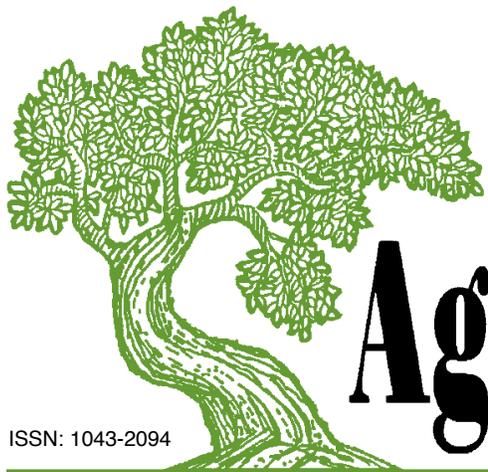Follow this and additional works at: https://docs.lib.purdue.edu/atg

Part of the Library and Information Science Commons

REFERENCE PUBLISHING ISSUE

VOLUME 28, NUMBER 4   **SEPTEMBER 2016**

Against the Grain

"Linking Publishers, Vendors and Librarians"

ISSN: 1043-2094

Emerging from the Dark(room): Tales of Adversity and Triumph in Collection Development

by **Lindsey Reno** (Acquisitions Librarian, Liaison to Fine Arts, Film Theatre, and Music, University of New Orleans, Early K. Long Library) <lreno@uno.edu>

Collection development can be one of the most contentious areas of a library. Everyone in the library, as well as patrons and other stakeholders, has an opinion about what a particular library should hold. Librarians and patrons alike can be fiercely protective of library collections. Throw in related issues, like budget cuts and space, and things can get awfully messy. The resulting conflicts are many and various. As information professionals, it is how we deal with those conflicts that really matters. In the following pages, you will find the descriptions of many such conflicts. The librarians who wrote these articles have shared my struggles, and yours, in one way or another. We have all persevered and triumphed

in the face of adversity. My inspiration for this issue came from my own experiences attempting to start a leisure reading collection in my library at the **University of New Orleans**. It took three years of struggle, and countless meetings, to gain approval. Another story that inspired me to put together this issue was that of LOUIS Consortium colleague **Megan Lowe**, from the **University of Louisiana, Monroe**, whose description of an extensive weeding project, in "It's My Deselection Project, I'll Cry If I Want To," is sure send shivers down any librarian's spine. As a voracious reader of dystopian fiction, and a firm believer in the freedom to read, I was disturbed to read about **Candace Vance's** encounter with censor-

ship in the library. Her article, "Censorship in the Library: The Dark Side of Dystopia" provides us with the perspectives of both parent and librarian. Her recommendations on how to approach challenges to literature are valuable indeed. Everyone wants to read literature that they can identify with and finding books with characters who mirror ourselves is important. Unfortunately, the challenge of finding multicultural children's literature can be arduous, as written in **Angela Scott Warsinske's** "Missing Multiculturalism." Collection development and budgets, much to our chagrin, are irrevocably linked. Many, if not most, librarians have had to deal with a budget cut at some point in their careers, but how about a budget cut with a

If Rumors Were Horses

Hey everyone! I have to say that retirement is truly **glorious**! There is a lot to do but the scheduling is easier.

We are gearing up for the **36th Charleston Conference**! Have you registered yet? We will meet in the **Gaillard Center** for the Plenaries and the Neapolitans. We are planning to use the Performance Hall some of the time but we will use the Gaillard Ballrooms when seating is possible. Many concurrent sessions will be held in the Gaillard Center ballrooms and meeting rooms. We will continue to have concurrent sessions at **The Marriott Courtyard**, **The Embassy Suites**, and the **Francis Marion**. I am happy to report that **we will avoid daylight savings time this year** so there will be daylight longer. The presidential election will also be the week after the Conference is over so no need for absentee ballots! Hooray!

Just heard that the three publishers — **Cambridge University Press**, **Oxford University Press**, and **Sage Publishing**, with support from the **Copyright Clearance Center** have filed another appeal against the latest ruling in favor of **Georgia State University's long-running e-reserves lawsuit**.

http://libguides.law.gsu.edu/gsucopyrightcase

Anne Lenzini and **Brian Scott** were just married! Photo from visit to Iceland.

From Your (organizing) Editor:

It's bittersweet going through 37 years of meetings, reports, budgets, administrative changes, personnel files. Lots of memories. The graphic of the baby carrying all sorts of books seemed strangely appropriate.

Charleston the city has certainly changed enormously since we moved here in 1977. There were fewer students and practically NO tourists! And only a couple of restaurants. And the **Francis Marion** was only one of a handful of hotels downtown. Can you imagine?

Moving right along, this issue is awesome! **Lindsay Reno** has put together a series of essays on **adversity and triumph in collection development**! How the work has changed! **Lindsay and her team** tackle issues like deselection, censorship, multicultural picture books, the new normal in collection development, graphic novels in an academic library, weeding in a research library, marketing and promoting library collections, and a Canadian perspectives on acquisitions budgets. Authors include **Emily Billings**, **Allyson Rodriguez**,

Karen R. Harker, **Coby Condrey**, **Angela Scott Warsinske**, **Candace K. Vance**, **Megan Lowe**, **Christina Carminita**, **Andrea Hebert**, **Jennifer Jackson**, **Michael Shires** and there are profiles of most of them!

There are interviews with **Liz Mason** (Gale Cengage) and **Dr. Eric Archambault** (1science). Our Op-Ed by **Don Beagle** delves into the future of libraries and **Jim O'Donnell's Back Talk** summons the past to advise and guide us into the future. We have even more (13 new ones) perspectives on **Consolidation in Our Industry**. These are fun to read! We have our usual thorough book discussions with **Regina Gong's** and **Tom Gilson's** reviews, **Donna's Book Lover**, **Jeremy Darrington's Collecting to the Core**, and **Tony Horava** recalls **Marshall McLuhan** as he explores reading and the eBook.

We are happy to have **Mick Gusinde-Duffy** who discusses the new peer review **AAUP** best practice handbook. I laugh out loud every time I read **Myer Kutz' Scholarly Publishing**

Scene in this issue and I'll bet you will too!

Optimizing Library Services tackles meeting the **needs of the digital generation** and **Winifred Fordham Metz** stresses the importance of rich and varied media resources for this new generation of students. **Stacey Marien** and **Alayne Mundt** are concerned about lost book records and **Bob Kieft** wants networked collection development. **Ellen Finnie** describes the new home at **MIT** for the collections budget. And there's even more!

I thought I was through with my organizing job this weekend since I just cleaned out my old office in Addlestone Library. But I just found a drawer with stuff to look at and I forgot about the file cabinet in the next office! So much for organizing!

See you soon! Much love, **Yr. Ed**.

Letters to the Editor

Dear Editor:

Subject: ATG v.28#3 June 2016

I just finished reading this issue. It is superb.

Thanks, **Joe Esposito** (President, Processed Media)
<espositoj@gmail.com>

AGAINST THE GRAIN DEADLINES
VOLUME 28 & 29 — 2016-2018

2016 Events	Issue	Ad Reservation	Camera-Ready
Charleston Conference	November 2016	08/18/16	09/08/16
ALA Midwinter	Dec. 2016-Jan. 2017	11/10/16	11/28/16
2017 Events	**Issue**	**Ad Reservation**	**Camera-Ready**
Annual Report, ACRl	February 2017	01/05/17	01/19/17
MLA, SLA, Book Expo	April 2017	02/16/17	03/09/17
ALA Annual	June 2017	04/06/17	04/27/17
Reference Publishing	September 2017	06/15/17	07/06/17
Charleston Conference	November 2017	08/17/17	09/07/17
ALA Midwinter	Dec. 2017-Jan. 2018	11/09/17	11/24/17

FOR MORE INFORMATION CONTACT

Toni Nix <justwrite@lowcountry.com>; Phone: 843-835-8604; Fax: 843-835-5892; USPS Address: P.O. Box 412, Cottageville, SC 29435; FedEx/UPS ship to: 398 Crab Apple Lane, Ridgeville, SC 29472.

Rumors

Donna Jacobs went to the **Charleston County Library** to find a book for her **Book-Lover column** this time. Did you see that there is a new **Charleston County Library executive director – Nicole Davies** who was selected by **Library Journal** as the **2016 Librarian of the year**. **Davies** led the **Arapahoe Library District** which serves the suburbs of Denver, Colorado. **Davies** will take over in October for **Cynthia Bledsoe**, who has been serving as acting executive director since previous director **Doug Henderson** retired in January. She will oversee a $108.5 million building and renovation program that voters approved in a **November 2014 referendum** to build two new libraries, replace three existing libraries and renovate 13 libraries. *http://www.postandcourier.com/20160719/160719377/charleston-library-system*

And **Tom Gilson** is on the **Friends of the Library Board** for the **Charleston County Library** so I hope he will keep us posted! Did you know that at one time **Tom** worked in a public library?

I was so happy to hear that **Jack** and **Lesley Montgomery** were going to finally take a vacation this past summer. Until, distress, **Jack** tripped on a sidewalk and broke three ribs! Ouch! **Jack's** mother who lived in Columbia passed away this summer. So very sad. When we run into **Jack** in Charleston, let's give him an extra hug! **Jack** has been a **Charleston Conference director** for probably twenty years!

Was interested to see this interview from the **Frankfurt Book Fair** with **Ruth Pickering** and **Yewno** and a new approach to discovery

Carol Price is another librarian/helper! **Carol** will help with the **Juried Product Development Forums**. She will also be staffing a booth at the **Vendor Showcase** for **Against the Grain Press** and the **Charleston Conference**.

Speaking of Charleston, I guess you have all heard about the acquisition of **Atypon** by **Wiley**. **John Wiley & Sons, Inc**., has signed a definitive agreement to acquire **Atypon**, a Silicon Valley-based publishing-software company, for $120 million in cash. **Atypon** is a trusted technology partner that enables scholarly societies and publishers to deliver, host, enhance, market and manage their content on the Web. The transaction is expected to close **October 1, 2016**. **Atypon** is privately held and headquartered in Santa Clara, CA, with approximately 260 employees in the U.S. and EMEA (Europe, the Middle East, and Africa). The company generated over $31 million in calendar year 2015 revenue. **Atypon** will be managed as a separate business unit while benefiting from the financial stability and continuity of **Wiley**'s 209-year-old organization. The data and plans from each of **Atypon**'s clients will remain sequestered and behind firewalls. Clients use **Atypon** as their core journal-delivery platform or as a way to supplement end-user engagement. **Wiley** will itself become an **Atypon** customer.

Georgios Papadopoulos, **Atypon's founder and CEO**, will continue to lead the business and will report to **Mr. Mark Allin**, **President and CEO of Wiley**. **Georgios** will be in Charleston and he plans to speak in a panel on Thursday, **Applying Entrepreneurship in a Changing Education Landscape**.

https://2016charlestonconference.sched.org/

http://www.wiley.com/WileyCDA/PressRelease/pressReleaseId-127702.html

www.atypon.com

Speaking of which, we are pleased to announce that the **2016 Charleston Conference schedule** is now available. You can view the full schedule and list of speakers online at *https://2016charlestonconference.sched.org/.* (Did you know that you can set up an account to personalize your schedule, sync to **Outlook** or **iCal**, and more. See **Sched's Attendee Guide** for more info.)

I hope that you have noticed the **Charleston Fast Pitch competition**! We are excited that the **Goodall Family Foundation** has com-

---

Emerging from the Dark(room) ...
from page 1

deferment that could be revoked in the future? A group of librarians from the **University of North Texas Libraries** write about the difficulties of a temporary reprieve from a severe budget cut in "Reversals of Fortune: The New Normal of Collection Development." The experiences of **Christi Piper** et al mirrored my own in trying to get buy-in for the aforementioned leisure reading collection. She describes the steps taken to implement a collection of graphic novels in her library and how she was able to get support for this collection. **Cristina Caminita** and **Andrea Hebert** describe how they persevered through a massive weeding project full of pitfalls, overly full dumpsters, and resistant staff members. Adjacent to the issues of collection development, and something that is a challenge for many of us, is the idea of collection promotion. What is the best way to let one's constituencies know about a particular collection, area, or resource in the library? **Jennifer Jackson** assures librarians that they CAN overcome the problems and anxieties of collection promotion, in her article covering best practices. We also get the Canadian perspective from **Michael Shires**. Imagine what could happen if most of your resources had to be purchased in a foreign currency! When most resources are priced in American dollars, what can a library do in the face of a weakening Canadian dollar? Find the answers to this, and more, in this issue of *Against the Grain*! 🌰

Rumors
from page 6

and knowledge. Speaking of which, *ATG* will interview **Ruggero Gramatica**, **Founder and CEO at Yewno, Inc.**, in the **Charleston Conference 2016** November print issue of *ATG*. *http://countdown.buchmesse.de/en/latest-issues/issue-7/new-approach-to-knowledge-with-yewno/*

If you are coming to **Charleston** in November, be sure and make time for the **Vendor Showcase** on Wednesday in the **Francis Marion Hotel**. **Yewno** will have a booth there!

While we are on the **Vendor Showcase**, I want to tell you WHY we are NOT able to handle the VS in the Gaillard Center at this point. The Gaillard has **no security or storage** for packages that must be delivered before the Showcase will begin. We are working on this with the Gaillard. As it happens, an old colleague at the **College of Charleston Addlestone Library** is now in charge of the **Charleston Area Convention and Visitors Bureau**. An opportunity?

There will be many new people/workers/volunteers in Charleston this year. One of them is **Trey Shelton** who will be directing the **Premiers** which have been moved to Friday. <tshelton@uflib.ufl.edu>

Eleanor Marie Purple arrived April 17th. Congratulations to **Katherine Purple** (**Purdue**).

Library Association, **America Booksellers Foundation for Free Expression**, **Association of American Publishers**, **Freedom to Read Foundation**, **First Amendment Center**, and the **American Civil Liberties Union**.

It can also be helpful to contact the author or publisher concerning the challenge. They may prove to be helpful allies in the process of protecting the book. The **National Coalition Against Censorship** also reports censorship incidents if you notify them.[19]

Millie Davis from the **NCTE** encourages everyone to give more credit to students. "They can distinguish between the real world and fiction. Through reading, students can encounter human experiences vicariously, giving them the chance to think about these issues without ever having to actually experience them or, in some cases, in preparation for experiencing them."[20] Libraries that are properly prepared to handle challenges can better protect everyone's right to read.

Bibliography

Asheim, Lester. "Not Censorship but Selection." *Wilson Library Bulletin* 28, no. 1 (1953): 63-67.

American Library Association. "100 Most Frequently Challenged Books by Decade." Last modified 2015. Accessed *http://www.ala.org/bbooks/frequentlychallengedbooks/top100* May 19, 2016.

American Library Association. "Number of Challenges by Reasons, Initiator, & Institution, 2000-09." Last modified 2013. Accessed *http://www.ala.org/bbooks/frequentlychallengedbooks/statistics/2000-09* May 19, 2016.

American Library Association. "Strategies and Tips for Dealing with Challenges to Library Materials." Last modified 2013. Accessed May 19, 2016.

National Coalition Against Censorship. "Book Censorship Toolkit." Last modified Accessed May 19, 2016.

National Coalition Against Censorship. "Report Censorship Form." Last modified Accessed May 19, 2016.

National Coalition Against Censorship. "Unwholly by Neil Shusterman Removed from 7th Grade Class in Kentucky." Last modified 2014. Accessed May 19, 2016.

Conroy, Pat. *My Reading Life*. Nan A. Talese, 2010.

National Council of Teachers of English. "NCTE Position Statements on Censorship and Intellectual Freedom." Last modified 2015. Accessed May 19, 2016.

Ivey, Gay and **Douglas Fisher**. *Creating Literacy-Rich Schools for Adolescents*. ASCD, 2006.

Jameson, Fredric. *The Seeds of Time*. Columbia University Press, 1996.

Kidd, Kenneth. "Not Censorship but Selection: Censorship and/as Prizing." *Children's Literature in Education* 40, no. 3 (2009): 197-216.

Lent, ReLeah Cossett and **Gloria Pipkin**. *Keep Them Reading: An Anti-Censorship Handbook for Educators*. Teachers College Press, 2012.

Shusterman, Neal. *Unwind*. New York: Simon and Schuster, 2007.

Stewart, Susan Louise. *Dystopian Sacrifice, Scapegoats, and Neal Shusterman's "Unwind."* Edited by **Balaka Basu**, **Katherine R Broad**, and **Carrie Hintz**. Contemporary Dystopian Fiction for Young Adults: Brave New Teenagers. Florence: Taylor and Francis, 2013.

Strothmann, Molly and **Connie Van Fleet**. "Books That Inspire, Books That Offend." *Reference & User Services Quarterly* (2009): 163-79. 🐊

mitted funds to make this a reality. Are you in the process of developing new, innovative, and implementable ideas to improve your academic library or related organization? This competition wants to showcase innovation in library and information management. We don't realize how innovative we are!! *fastpitch@charlestonlibraryconference.com*

Speaking of innovation, have you explored the **ACI Scholarly Blog Index**? This is an editorially-curated collection of scholarly blogs written by scholars and thought leaders in all academic disciplines. In fact, I was just reading that the **Open Library Foundation** has been established to promote open source projects for libraries and to foster support. *http://scholar.aci.info*

Pat Sabosik, the general manager of the **ACI Index** will be running a panel in Charleston. Several local academics from the **College of Charleston** and the **Citadel** will be presenting about their blogs!

By the way, we are considering **videoing or recording** some of the Concurrent sessions! If there is one that you would especially like to attend and cannot, slip us an email please with the subject line **"possible session to record for 2016."**

Yallfest is not bumping heads with the **Charleston Conference** this year unfortunately! **Ramune Kubilius** is disappointed! Her book club just discussed the third book of Lithuanian American YA author, **Ruta Sepetys** who will be at **Yallfest**.

PEW Research Center's Libraries 2016 was just released September 9. The report discusses trends in public libraries. Patrons like libraries and but are unaware of all the services that the library provides. The **large majority want libraries to have programs to teach**

Endnotes

1. **Pat Conroy**, *My Reading Life* (Nan A. Talese, 2010).

2. **American Library Association**, "Number of Challenges by Reasons, Initiator, & Institution, 2000-09," accessed *http://www.ala.org/bbooks/frequentlychallengedbooks/statistics/2000-09* (Accessed May 19, 2016).

3. **Molly Strothmann** and **Connie Van Fleet**, "Books That Inspire, Books That Offend," *Reference & User Services Quarterly* (2009).

4. **Lester Asheim**, "Not Censorship but Selection," *Wilson Library Bulletin* 28, no. 1 (1953).

5. **Kenneth Kidd**, "Not Censorship but Selection": Censorship and/as Prizing," *Children's literature in Education* 40, no. 3 (2009).

6. **American Library Association**, "Banned and/or Challenged Books from the Radcliffe Publishing Course: Top 100 Novels of the 20th Century," *http://www.ala.org/Template.cfm?Section=bbwlinks&Template+?ContentManagement/ContentDisplay..cfm&ContentID=136590* accessed May 19, 2016.

7. **Kidd** (2009).

8. **Fredric Jameson**, *The Seeds of Time* (Columbia University Press, 1996).

9. **Gay Ivey** and **Douglas Fisher**, *Creating Literacy-Rich Schools for Adolescents* (ASCD, 2006).

10. **Susan Louise Stewart**, *Dystopian Sacrifice, Scapegoats, and Neal Shusterman's "Unwind,"* ed. **Balaka Basu**, **Katherine R. Broad**, and **Carrie Hintz**, *Contemporary Dystopian Fiction for Young Adults: Brave New Teenagers* (Florence: Taylor and Francis, 2013).

11. Ibid.

12. **Neal Shusterman**. *Unwind*. (New York: Simon and Schuster, 2007).

13. **American Library Association**, "Strategies and Tips for Dealing with Challenges to Library Materials," accessed May 19, 2016.

14. Ibid.

15. **National Council of Teachers of English**, "NCTE Position Statements on Censorship and Intellectual Freedom," accessed May 19, 2016.

16. **American Library Association**, "Strategies and Tips for Dealing with Challenges to Library Materials," accessed May 19, 2016.

17. **National Coalition Against Censorship**, "Book Censorship Toolkit," accessed May 19, 2016.

18. **National Coalition Against Censorship**, "Report Censorship Form," accessed May 19, 2016.

19. **National Coalition Against Censorship**, "Unwholly by Neil Shusterman Removed from 7th Grade Class in Kentucky," accessed May 19, 2016.

20. **ReLeah Cossett Lent** and **Gloria Pipkin**, *Keep Them Reading: An Anti-Censorship Handbook for Educators* (Teachers College Press, 2012).

punch. Furthermore, how you fight can be just as informative — if you throw a lot of punches below the belt, you may get away with it, but you risk turning the crowd against you.

Another common belief is to proclaim this or that event (say, **Romney's** 47 percent comment or **Obama's** performance in the first presidential debate in 2012) to be a "game-changer." In *The Timeline of Presidential Elections: How Campaigns Do (and Do Not) Matter,* **Robert Erikson** and **Christopher Wlezien** analyze all the national presidential election polls from 1952 to 2008 (more than 2000 of them) to determine how voter preferences evolve over the timeline of the presidential campaign. They find that vote choice slowly coalesces throughout the election year. While political ads and other campaign events may affect voters' candidate preferences, most of the effects disappear quickly without leaving a trace, like ripples from a pebble tossed into a river. There are two exceptions, though. The first involves the national nominating conventions, which are major spectacles that engage and inform large numbers of voters, help activate and cement latent party loyalties, and mobilize supporters. The other exception is short-term movements of opinion in the final two weeks of the campaign that affect the vote before their effect wears off. But the scope for such last-minute movements is limited, "as remarkably few voters change their minds over the course of the campaign."[15] Again the battle metaphor is instructive — most events of the campaign are glancing blows, not knockout punches, but sometimes landing a few glancing blows at the end of a match can be enough to have it called in your favor.

The third major lesson from the recent campaign literature is that the messages campaigns choose to focus on make a difference. In *The Message Matters: The Economy and Presidential Campaigns*, **Lynn Vavreck** applies the lessons of "low-information rationality" to campaign strategy.[16] In choosing a candidate to match their preferred positions on issues, voters face uncertainty about the relative importance of different policies, about where a candidate stands on an issue, and about how certain they are that the candidate actually holds the position he or she professes. Candidates thus engage in three distinct behaviors that inform voters. By talking repeatedly about certain issues (a process called priming), candidates attempt to focus the agenda of elections onto issues favorable to them. They also attempt to persuade voters that they hold specific positions — or that their opponents do — and to clarify their positions on important issues, primarily the economy (which is the best issue because it's always clear which side to be on — "everyone prefers prosperity to decline").[17] Ultimately, this leads to two dominant strategies for candidates, depending on whether the fundamentals favor them or not—either they run a clarifying campaign to emphasize "their role in fostering the good economic times or their lack of a role in bringing about

bad times" or they run an insurgent campaign, which attempts to refocus the election off the economy and onto a popular issue that "directly exploit[s] the weaknesses or constraints of their opponents." In other words, if you can't use "it's the economy stupid," then you'd better change the subject. Testing her theory against the fifteen presidential elections from 1952 to 2008, **Vavreck** concludes that the "impressive relationship between citizens and national economic context can be intensified if candidates choose to talk about the economy in their campaigns," but "candidates' rhetoric about other issues can drive out the importance of the economy if they choose the right issue. The structural conditions matter, but they can be overcome."[18]

Many questions remain about precisely in what ways and for whom campaigns matter. For example, while there's general agreement that a small segment of the population in any given election can be swayed from one side to the other (perhaps as much as 20 percent, but likely less than 10 percent), there's much disagreement about which voters are most persuadable. Most of the literature has argued, following **Lazarsfeld**, that voters with the least political knowledge and interest are the most persuadable, since they can benefit the most from the informational effects of campaigns. However, others have argued that campaigns frequently use "wedge" issues to try to target and win over knowledgeable partisans who have strong preferences on an issue that diverges from their party's candidate (for example, in 2004 Democrats tried to use the issue of stem cell research to attract the votes of Republicans who disagreed with Bush's stance against it).[19] Another question of increasing relevance to campaign researchers concerns the issue of "microtargeting" — the ability of campaigns to leverage technology and vast databases of information on voters to send messages and appeals finely tuned to various constituencies, say 45 to 55-year-old white, female, college-educated Democrats making more than $120,000 a year in Princeton, New Jersey. There is much we don't know about how these groups are selected, what kinds of messages are targeted to them, and how effective the appeals are.

But with all that we know (or don't know) about campaigns, perhaps one lesson is most worth remembering in this election season: "the people's verdict can be no more than a selective reflection from among the alternatives and outlooks presented to them….If the people can choose only from among rascals, they are certain to choose a rascal."[20] 🎋

Endnotes

1. **Lazarsfeld**, **Paul F**., **Bernard Berelson**, and **Hazel Gaudet**. *The People's Choice: How the Voter Makes Up His Mind in a Presidential Campaign*. 3rd ed. New York: Columbia University Press, 1968: 73, 27.*

2. **Key**, **V**.**O**. *The Responsible Electorate: Rationality in Presidential Voting, 1936-1960*. Cambridge, MA: Harvard University Press, 1966: 7, 2.*

3. Ibid, 8–9.

4. **Fiorina**, **Morris P**. *Retrospective Voting in American National Elections*. New Haven: Yale University Press, 1981.

5. **Popkin**, **Samuel L**. *The Reasoning Voter: Communication and Persuasion in Presidential Campaigns*. Chicago: University of Chicago Press, 1991: 8.*

6. **Lewis-Beck**, **Michael S**., and **Tom W**. **Rice**. *Forecasting Elections*. Washington D.C.: CQ Press, 1992.

7. **Rosenstone**, **Steven J**. *Forecasting Presidential Elections*. New Haven: Yale University Press, 1983.

8. **Magleby**, **David B**. *Financing the 2012 Election*. Washington D.C.: Brookings Institution Press, 2014: 1.*

9. **Sides**, **John**, and **Lynn Vavreck**. *The Gamble: Choice and Chance in the 2012 Presidential Election*. Princeton, Princeton University Press, 2013: 9.*

10. Ibid, 2.

11. **Kenski**, **Kate**, **Bruce Hardy**, and **Kathleen Hall Jamieson**. *The Obama Victory: How Media, Money, and Message Shaped the 2008 Election*. Oxford: Oxford University Press, 2010.*

12. **Erickson**, **Robert S**., and **Christopher Wlezien**. *The Timeline of Presidential Elections: How Campaigns Do (and Do Not) Matter*. Chicago: University of Chicago Press, 2012: 3.

13. **Popkin**, *Reasoning Voter*, 8.

14. **Geer**, **John G**. *In Defense of Negativity: Attack Ads in Presidential Campaigns*. Chicago: University of Chicago Press, 2006.*

15. **Erickson** and **Wlezien**, *Timeline of Presidential Elections*, 16.

16. **Vavreck**, **Lynn**. *The Message Matters: The Economy and Presidential Campaigns*. Princeton, Princeton University Press, 2009.*

17. Ibid, 30.

18. Ibid, 159–60.

19. **Hillygus**, **D**. **Sunshine**, and **Todd G**. **Shields**. *The Persuadable Voter: Wedge Issues in Presidential Campaigns*. Princeton, Princeton University Press, 2008: 2-4.*

20. **Key**, *Responsible Electorate*, 2-3.

*Editor's note: An asterisk (*) denotes a title selected for *Resources for College Libraries*.

digital skills as well as provide comfortable reading and working spaces. A couple of points that specifically interested me. **Americans are divided on a fundamental**

question about how books should be treated at libraries: 24% support the idea of moving books and stacks in order to make way for more community- and tech-oriented spaces, while 31% say libraries should not move the books to create such spaces. About four-in-ten think libraries should maybe consider doing so.

serve children and young adult populations successfully?

Future trends in children and young people libraries require the librarian to be a digital literacy educator and technological adventurer with the ability to use information and communicate digital content in a wide variety of formats. This transition into an emerging digital culture explores and re-envisions special skills and/or knowledge, and qualifications sought for librarians engaged in digital library practice to remain responsive to technological changes while staying connected to their local community. Required skills include varying levels of progressive technological knowledge, computer and productivity tool competencies, and associated skills and knowledge to cope with the changing information world. In this speedy development, the library ensures that both children and youth service librarians are able to utilize new platforms and resources that can genuinely exploit the integration of digital media into children and youth services.

Training librarians to be computer literate can be required at three levels: baseline, desired, and target levels. Base-line information includes basic operations such as using the printer, opening browsers and using menu bars, sending and receiving emails, and using search engines. The desired level includes skills that are a little more advanced than the basic level, but are not as developed as those in the target level which include knowledge of downloading files, cookies and general security issues (Hamada & Stavridi, 2014). With growing technical awareness and expertise, it is necessary to develop target training levels specific to each library, based on existing competencies in training and technology. While scripting languages, digital content management systems, metadata, and XML skills are often perceived as core competencies, other sub technical/digital areas such as web design and web standards (e.g., Web navigation, information visualization, and user centered design), and database design and management (e.g., SQL and Web database applications) are likely to become more relevant than ever to digital library development. In terms of advanced professionals, **Heinrichs** and **Lim** (2009) highlight the abilities that refer to multimedia skills, database development, and Web design. In addition to this, **Dhanavandan** and **Tamizhchelvan** (2013) maintain that, current practicing librarians need to seek out additional and new competencies such as communication with a computer, digital information retrieval and processing, Web-publishing, database theory, networking, human computer interaction, evaluation of information systems, and technical troubleshooting skills.
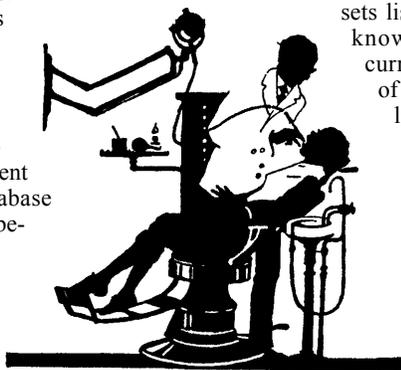
In technology-rich learning environments, it is also expected that the scope of advent basic digital skills will change to identify specific digital skill sets in two elements of digital literacy: ICT literacy and media literacy, that are to be represented by both children and young adult librarians. The impact of technology changes in format and in services requires much more in-depth technical/digital skills than ever to be more relevant to the digital library development. A list of digital competencies and technology-related skills are developed to enable full participation in a digital society and to offer greater understanding of the current and anticipated skills and knowledge of librarians engaged in digital library practice. The job market does not have formal standards for the integration of Information & Communication Technology (ICT) that apply to the new role of teacher-librarians in public libraries. So, to effectively and efficiently serve children and youth, the demand to upgrade and develop the computer-technology and digital literacy skills listed in discipline-specific knowledge areas is crucial to support the integration of digital proficiencies. Some specific examples of digital skills were articulated by the staff of each library based on their necessities in use of Information Society Technology for the field of children librarianship. The list of skills and qualifications were grouped into three common/broad categories: Digital Media Literacy, Digital Rights Management and Accessibility, and Advanced Web Technology. Each category encompasses skills such as Website development, Web page design, database management, ICT applications, hardware, networking and security, public access technology, digital knowledge management and digital content performance's evaluation. This list of skills, focusing upon the digital literacy, aspires the appropriate mix of digital competencies and information communication technology skills in conjunction with those digital literacy skill sets listed in discipline–specific knowledge to accommodate current changes in the roles of children and young adult librarians that best support technology-based service environment.

In a fast-paced digital age, librarians and individual library practitioners who are keen to be working with children and teens have been searching for ways to put up with the advances in children's and teen's access and use of information technology, along with the ability to quickly adopt and appropriately use a combination of traditional analog skills and advanced technological competencies that encompass not just technical skills, but also a variety of information and communication technologies and media and digital literacies. Adopting a new role, children's and young adults' librarians are expected to balance the use of digital technology with personal interac-

tion and combine their broad competencies and responsibilities to team up with IT librarians to evaluate and invest in the library's hardware, software and telecommunications capacity to establish a technical infrastructure designed to meet end user requirements.

Further study of the overlap for practical management, programming, and digital skills for librarians in children and young adult library areas will be useful to serve a wide variety of patrons' needs and expectations. For more details on our developing sets of technology competencies and techno-digital skills required of librarians in order to successfully serve children and young adults in the digital age, read the **IGI Global** article "Children and Youth Librarians: Competencies Required in Technology-Based Environment."

References

Dhanavandan, S., and **Tamizhchelvan, M.** (2013). Role of Librarians skills, Efficiency and Competency in Digital Library Era. *International Journal of Library Science*, *8*(2), 1–12.

Ferrari, A. (2012). *Digital Competence in Practice: An Analysis of Frameworks*. Seville: JRC-IPTS. Retrieved September 30, 2014, from *http://ftp.jrc.es/EURdoc/JRC68116.pdf*.

Hamada, D., and **Stavridi, S.** (2014). Required skills for children and youth librarians in the digital age. *IFLA Journal*, *40*(2): 102–109. doi:10.1177/0340035214529733.

Heinrichs, J., and **Lim, J.** (2009). Emerging requirements of computer related competencies for librarians. *Library & Information Science Research*, *31*(2), 101–106. doi:10.1016/j.lisr.2008.11.001

Partridge, H., **Menzies, V.**, **Lee, J.**, and **Munro, C.** (2010). The contemporary librarian: Skills, knowledge and attributes required in a world of emerging technologies. *Library & Information Science Research*, *32*(4), 265–271. doi:10.1016/j.lisr.2010.07.001

Palfrey, J., and **Gasser, U.** (2008). *Born Digital: Understanding the First Generation of Digital Natives*. New York: Basic Books.

Sun, H., **Chen, K.**, and **Tsai, W.** (2011). Role Changing for Librarians in the New Information Technology Era. *New Library World*, *112*(7/8), 321–333. doi:10.1108/03074801111150459

There is also a growing sense that libraries can help people decide what information they can trust: 37% of Americans feel that public libraries contribute "a lot" in this regard, a 13-point increase from a survey conducted at a similar point in 2015.

http://www.pewinternet.org/2016/09/09/libraries-2016/

I guess that's about it for now! Happy fall!