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## If Rumors Were Horses

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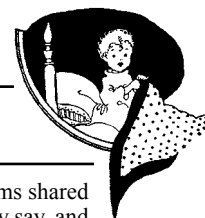


# Against the Grain

*"Linking Publishers, Vendors and Librarians"*

ISSN: 1043-2094

## Things That Keep Us Awake at Night



by **Alicia Wise** (Director of Access and Policy, Elsevier, The Boulevard, Langford Lane, Kidlington, Oxford, OX5 1GB; Phone: +44 (0) 7823 536 826) <a.wise@elsevier.com>

**Katina Strauch** and **Tom Gilson** paid me a huge compliment earlier this year with their invitation to guest edit this issue of *ATG* around the theme of things keeping me awake at night. This theme was specially chosen in honor of a terrific article on the same theme that the supremely talented **Karen Hunter** did 20 years ago. Welcome fellow insomniacs!

The context in which that article was written was in the interim between the end of Project Tulip and the eventual launch of the ScienceDirect digital publishing platform which flowed in part from it. **Karen** was at the nexus of a huge transformation in scholarly communications, though no one could be certain of that at the time. What was clear, however, were some of the challenges that needed to be tackled.

Fast forward 20 years, and there are epic shifts underway again. I enjoy an interesting perspective within **Elsevier** which is well on its way through a transformation from publisher to information analytics company that improves research performance. What that exactly means continues to develop and become more clear, and we'll see the eventual impact and outcomes. At least two things are different this time around: I am not nearly as awesome as **Karen Hunter**,

and the epic shift is not happening in the same environment of collaboration between libraries and publishers. Indeed, a theme I often reflect on with real sadness is the rather parlous state of this fundamental, and potentially hugely powerful, strategic relationship. Now it too often feels the relationship is defined, at least by some, as a competitive one rather than as a symbiotic one. Neither community has made a radical transformation to the benefit of our shared users without the other. Anyway, while this is honestly something that does keep me awake at night, I have discovered that my sleeplessness by itself does not lead to change on this front.

It is a profound commitment to working symbiotically with librarians that shaped the way this issue of *ATG* evolved. My first action was to list my angst on paper, and to share it with the extremely thoughtful members of our North American Library Advisory Board (thank you — you know who you are!), and then **Katina** and **Tom** kindly offered to extend this consultation to members of the Charleston Advisory Board for thoughts and additions. I am so glad of having done this, as these wise professionals surfaced two additional themes that were keeping *them* awake at night, and have come to keep me

awake now too. Problems shared are problems halved they say, and I certainly hope this proves to be true in time.

So what are some drivers of our shared angst:

1. Information authenticity in an age of both misinformation and overload
2. Metrics to demonstrate our impact
3. Making "open" a reality
4. Rights — by which I mean in this context copyright, copyright exceptions, and the rights of different scholarly communication stakeholders
5. Data access and preservation
6. Big data and privacy

So to each topic in turn...

Fake news and fake research are both eroding the trust that has traditionally been placed in published material. As is the case with news, fake research in its purest form is fabricated

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## If Rumors Were Horses

Hey everyone! It's summer in Charleston which means high 80s! Not sure how we would be able to survive without air conditioning!

I hope you read **Nancy Herther's** two part article about **Amazon** and **Jeff Bezos**. What a piece of great research and journalism. I am just sorry that I didn't buy **Amazon** stock when it was cheap. At last look it was nearly \$1000 for one share. Ouch! Anyway, more power to **Amazon** and **Jeff Bezos**.



**Mabel Porter Jacks**, the fifth grandchild of **Bruce** and **Katina Strauch**. She is adorable!

**SSP (Society for Scholarly Publishing)** is entering its fortieth year and is celebrating the occasion by launching a new logo. "As scholarly publishing has evolved over the years, we felt now was the right time to refresh our logo to better reflect who we are today and to symbolize the dynamic nature of our future. **SSP's** strength is within our membership and our new brand pays homage to our past while providing a new and exciting look for the Society going forwards," said the wonderful **Melanie Dolechek**, **SSP Executive Director**.

<https://www.sspnet.org/>

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# From Your (lightning struck) Editor:

Well, it wasn't that bad but I did get your attention, right?

**Bruce** and I have been living out in the country since we retired in September 2016. Did you ever see "Green Acres"? with **Eddie Albert** and one of the **Gabor** sisters? I feel like I am in that sitcom regularly out here. There are many issues that we city folks have never encountered. Plus we were renting from the Citadel and we could always ask them to fix stuff.

A few weeks ago, in the middle of the night, we heard this huge boom and "sizzle." The electricity did not go off so we thought we were okay. Ha! In the morning we learned a) the computer router was fried, nothing, b) the computer printer was fried, c) the dishwasher didn't work, d) the refrigerator was on the fritz and last but not least, the golf cart did not work! Bummer! Shucks! They never had this problem on Green Acres.

In spite of some bills and time to fix everything, we persevered and this issue of *ATG* was finished! Thanks to the wonderful

never-give-up **Alicia Wise's** wonderful guest editing I was able to sleep at night! Whew! The theme came from **Karen Hunter** who I miss all the time! Our papers are by **Alicia**, **Donald Barclay** (fake news phenomenon), **T. Scott Plutchak** (insufficiency of facts), **Roger Schonfeld** (new metrics and strategies), **Gemma Hersch** (open access, open data, etc.), **Maggie Farrell** (blueprints and cranes). Our **OpEd** is about predatory journals by **Rick Anderson**, and **Ann Okerson's Back Talk** takes us to Fiesole in Lille France and some visits to chocolate shops.

Our interview is with **Kent Anderson** of **RedLink**. We have book reviews and discussions by **Regina Gong**, **Tom Gilson**, **Donna Jacobs**, **Dr. Matthew Olsen**, **Tom Leonhardt**, and a brand new column by **John Riley**. **Bruce Strauch** and **Lolly Gasaway** keep us up to date with **Cases of Note and Questions and Answers**. We have a new column from **Sven Fund** about Knowledge Unlatched, **Mark Herring** wants us to remember who our funders



are, **Myer** reminisces about **PSP**, **Barbara Blummer** and **Jeffrey Kenton** write about mobile initiatives, **Caryl Ward** talks about extended time off, **Glenda Alvin** encounters a flood, **Bob Kieft** reflects on current developments in shared print collections, and **Michael Gruenberg** is making deals happen.

**Donald Beagle** has provided part two in a three part series on QEP at **Belmont Abbey College** and **Antje Mays** returns to **Biz of Acq** to discuss impacts and insights of migration.

Sorry to cut this off but they are calling for thunderstorms! I can even see the lightning! Bummer! I have to go shut off my electricity. Don't want more trouble at Green Acres!

Have a great summer! Yr. Ed. 🌿

## Rumors from page 1

Speaking of which, **SSP** is sponsoring one of the **Charleston Conference pre-conferences** in November. We had many submissions for pre-conferences for Charleston 2017. Registration for the Main Conference and pre-conferences will open the 19th of June. Sooner than we think!

<http://www.charlestonlibraryconference.com/>

And be sure and mark your calendars forward a day for the Main Conference — **2017 Theme: What's Past is Prologue. Pre-conferences/Seminars:** Monday, November 6-Tuesday, November 7. **Charleston Vendor Showcase:** Tuesday, November 7. **Main Conference:** Wednesday, November 8-Friday, November 10.

And the **Call for Papers for Charleston 2017** has opened. Visit <http://www.charlestonlibraryconference.com/call-for-papers/>.

Moving right along, there are many people who help us to keep the **Charleston Conference** and *ATG* running! One of our main technical advisers is **Matt Branton**. **Matt** has worked at the **College of Charleston** for most of his young lifetime! He has two darling girls — **Lockie** and **Tallulah** and a wonderful wife **Leighton**. The family has recently welcomed a brother. **Benjamin Luke Branton** was born April 22 and is hard at work getting bigger! **Matt** helps us with every eventuality quickly and efficiently whenever we need him! Thank you, **Matt** and congratulations to the **Branton** family! We hope to be able to include a picture of the **Branton** family in the September print issue of *ATG*!

The hard-charging **Alison Mudditt** has been appointed CEO of **PLOS** effective June 19, 2017. For the past six years **Alison** has served as Director of the **University of California Press** where she ushered in new strategies to lead the company into the digital age, including the innovative journal and monograph

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## Letters to the Editor

Send letters to <kstrauch@comcast.net>, phone or fax 843-723-3536, or snail mail: **Against the Grain**, Post Office Box 799, Sullivan's Island, SC 29482. You can also send a letter to the editor from the *ATG* Homepage at <http://www.against-the-grain.com>.

### Dear Editor:

Thanks for another great, jammed pack issue. I enjoy the loving care the contents is sewn together to make one valued and informative magazine for your devoted fans. Keep up the great work.

**John Bond**

Riverwinds Consulting

<jbond@riverwindsconsulting.com>

[www.RiverwindsConsulting.com](http://www.RiverwindsConsulting.com) 🌿



## AGAINST THE GRAIN DEADLINES VOLUME 29 — 2017-2018

2017 Events	Issue	Ad Reservation	Camera-Ready
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. 🌿

## The Fake News Phenomenon ... from page 14

of context and lacking key metadata, such as the name of the original creator of the information or its date of creation. A fourth, and final, difference is the ease with which digital information can be altered. Digital tools that make it simple to deceptively edit text, images, and video have been widely available for years. In 2016, Adobe raised the stakes by introducing a new technology described as “a Photoshop for audio.” With Adobe’s new technology and twenty minutes of any individual’s recorded voice, editing speech becomes as simple as editing text in a word processing document. Imagine, for example, how easy it would be for someone equipped with this technology and access to historic audio recordings to create, say, a convincing recording of **Lyndon Baines Johnson** admitting in his own voice that he was personally responsible for the assassination of **John F. Kennedy**.

But just as technology can make the problem of misleading information worse, it can also be used to fight back. Facebook, for example, has (somewhat belatedly) undertaken initiatives to flag fake news and discourage Facebook users from forwarding discredited stories. Websites like Snopes, Politico, and Blue Feed/Red Feed exist to help people make informed decisions about the information they encounter in their daily lives. The website Climate Feedback was established by climate scientists to evaluate stories on climate change and challenge stories that present unscientific information about climate change. In March 2017 the Omidyar Network pledged \$100M to fight fake news, a welcome development that should lead to even more resources that support seekers of trustworthy information.

While such efforts to fact check fake news and propaganda are commendable, the problem is that such resources exist as silos. Is it reasonable to expect that the average person will take the initiative to find and make use of any of these tiny islets spread across a vast ocean of digital information? Another problem with isolated fact checking resources is that any site claiming to be the enemy of misinformation could very well be the exact opposite. Given

the nature of the digital world, there is nothing to stop propagandists or purveyors of fake news from claiming that their site is the go-to destination for accurate, trustworthy, fact-checked information.

### What Can Librarians Do?

While librarians cannot stop the phenomenon of untrustworthy information being spread via the tools and behaviors of the Digital Age, they can, and are, doing things to help individuals make better choices about what information to trust and what to doubt. A tangible example is the recent IFLA infographic “How To Spot Fake News,” a document I have frequently shared with others. Also, librarians readily recognized the recent uproar over fake news to be a rare teaching opportunity: after decades of relegation to the margins of education, the importance of being able to evaluate information is suddenly headline news. But as commendable and necessary as such actions on the part of librarians are, it feels a bit like the library community is trying to stop a forest fire with a squirt pistol. There is simply too much untrustworthy information coming too fast and from too many sources for high-touch techniques like reference interviews, lecture/demonstrations, or the sharing of well-made infographics to have the necessary impact.

Which is not to say that such techniques are worthless or should be entirely abandoned, merely that they are not going to win the day all by themselves. Individual initiatives that rely on substantial, on-going investments of librarian labor, such as compiling lists of untrustworthy websites or sharing techniques for ferreting out fake news, simply do not scale in the digital world. It is all a bit reminiscent of the librarian-backed initiative (circa mid-1990s) to catalog the entire Internet — a commendable goal that collapsed under the sheer impossibility of keeping up with the growth of online information. Instead of pursuing small wins, the library community should seize the opportunity presented by the fake news phenomenon to do something huge; namely, undertaking a thoroughly coordinated campaign to established libraries and librarians as the brand-name antidote to fake news, propaganda, and all forms of misinformation in much the same way that Google has established itself as

brand name for searching the web or Microsoft Word has established itself as the brand name for word processing.

While I cannot spell out every detail for making so large an initiative a reality, I have some thoughts on the high-level requirements:

- National and international library associations must agree to work jointly on this initiative and make it their top priority. The work must start soon, before the world becomes complacent about the fake news phenomenon and turns its fleeting attention elsewhere.
- A united library community must approach this initiative with as much impartiality as is humanly possible. If the initiative is perceived as being influenced by market forces, partisanship, or special interest, it will die on the vine.
- Librarians must leverage the power of digital technology to have any meaningful impact.

Of the above high-level requirements, finding a technological solution is probably the biggest stretch. That said, here is a blue-sky idea about how a technological solution might be achieved: A united library community teams with a willing technology giant (say Google or Facebook) to develop a search engine that employs algorithms designed to favor characteristics of trustworthiness and factuality rather than favoring a site’s popularity. Librarians and allied information scientists would be excellent consultants for identifying the characteristics of trustworthiness and factuality as well as for testing beta versions of the search engine. In the ideal scenario, the final product not only retrieves links ranked by trustworthiness, but also provides a sophisticated “Trustworthiness Rating” for each link retrieved.

Crazy idea? Probably. But we live in crazy times, times in which either doing nothing or doing what we have always done are not formulas for success. The library community must either fight the rising tide of misinformation or drown in it. In the words of the late, great **Johnny Cash**, “How high’s the water, Mama?” 🌿

## Rumors from page 6

Open Access programs **Collabra** and **Luminos**. It has been an incredible transformation. The opportunity to lead the ground-breaking **PLOS** which has spearheaded a revolution in scientific communication was too tempting. **Alison** acknowledges that the OA market has evolved and matured. Her top priority will be charting what comes next for **PLOS** — how does it remain true to its mission and continue to push boundaries? **Alison** loves the public advocacy part of her work and is looking forward to expanding that at **PLOS**. Prior to

**UC Press**, **Alison** was Executive Vice President at **SAGE Publications, Inc.**, leading publishing programs across books, journals and digital platforms. Her 25 plus years in the publishing industry include leadership positions at **Blackwell Publishers** in Oxford, UK, and **Taylor & Francis Inc.**, in Philadelphia, U.S. **Alison** received her Bachelor of Arts degree from the **University of Bath** and her Masters in Business Administration from **The Open University**. Congratulations, **Alison!** Looking forward to the next steps!



**NEWS FLASH!** Congratulations to the incredible **Sharna Williams** who has retired from her job at the **Addlestone Library** of the **College of Charleston!** Even though **Sharna** has many talents (she is a great seamstress and gardener), **Sharna** will keep on working with the **Charleston Conference** and **Against the Grain**. Whew and Hooray!

The **Internet Archive** was honored with a **Lifetime Achievement Award** at the **21st Annual Webbys**, hailed by the **New York Times** as “one of the Internet’s

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**Interview — Kent Anderson**  
from page 30

*vided by the RedLink SiteLeads service that is also intended to assist with sales efforts?*

**KA:** Sales and management teams at publishers often have to go through IT or analytics staff to get reports. This can be a slow process, and often the reports don't quite hit the mark. We've even spoken to sales and marketing teams at large, well-established publishers with dedicated analytics departments who experience delays when requesting a customized report. For salespeople out in the field or third-party agents, this is especially challenging. Publisher Dashboard puts all the vital reporting in a secure Web app that's available 24/7, with the ability to give limited access to certain sales people. For instance, maybe the agents in Asia just have access to data from customers in Japan, China, and South Korea. This all has a few positive effects on retaining customers and acquiring new ones. First, sales people can take customers through the usage data "live" and show them how demand has increased, costs have changed, and so forth. Second, if sales agents halfway around the world have access to the data, they can be selling while the home office rests, making the entire operation more efficient.

SiteLeads is a unique service that takes publishers beyond the customers they have, and helps them identify and contextualize institutions generating demand. It uses proprietary technology to quickly and precisely identify unmet demand for a publisher's content, and puts it into the context of their current customer base, so they know how good a lead might be.

SiteLeads uses Publisher Dashboard data to put data about new leads into context, but the data from SiteLeads represents a new source of information about the market. So far the publishers who have signed on love it. The new leads generated either point to otherwise unknown opportunities, or provide real evidence of potential usage to prospects that are on the fence.

**ATG:** *What should librarians and publishers expect to pay for subscriptions to these services?*

**KA:** Our goal is to have wide adoption across the industry, so our prices are affordable. Generally, a library will pay a one-time setup fee and then a low annual subscription fee of a few thousand dollars. We have some different pricing based on library type and whether it's part of a consortia. For publishers, we differentiate between non-profit and commercial publishers, but it's essentially the same approach — a one-time setup fee, and then a low annual subscription. SiteLeads works a little differently, because we sell bundles of "unlocks" on top of the subscription, but again, the goal is to make the investment level manageable.

**ATG:** *Privacy is always a concern with data collection. What steps does RedLink take to ensure librarian and publisher privacy is protected?*

**KA:** Privacy and security are interrelated issues, both of which we take seriously. We use two-step authentication across our product suite, 256-bit SSL, secure facilities, and other techniques to ensure top-shelf security. As for privacy, which is also a policy issue, we review our privacy policies regularly with our

counsel, and ensure they comport with various regulations and expectations. Running a data company is really code for running a privacy and security company. We know that.

**ATG:** *We understand that new products are under development. Can you give us a heads-up and tell us what the market can expect from RedLink in the future?*

**KA:** The most exciting new product just rolling out now is Remarq. This is designed to give researchers, authors, editors, and practitioners convenient tools to collaborate, annotate, and share articles, all without changing their workflows by drawing them away from the journals and online content they know and trust. Players like ResearchGate and Academia.edu have tried to draw researchers away into their "walled gardens," but we feel the better solution is to bring the tools to the users, not the other way around.

Beyond this, we have other things in the works, but nothing I'm ready to talk about yet.

**ATG:** *Kent, if you were conducting this interview what question would you ask yourself?*

**KA:** I'd want to know how a former publisher is doing with the library market. And, I have to say, it's going pretty well. I've always felt that we both serve a common customer, and the vantage point I have now at RedLink makes this even clearer, while giving me direct ways to realize this perspective. The library community has been nothing but generous in its reception. I think there is a lot of interest in market innovations, and that our commitment to doing a good job and finding solutions helps reassure people that we're serious. 🌱

**Booklover**  
from page 26

as many concerts as practical. This chapter twisted my thinking in a whole new direction. With **Spoletto** just around the corner, I will be observing the conductors in a whole new light.

**Canetti** was born in Ruse, Bulgaria to Jewish parents in 1905. The family moved to Britain prior to the sudden death of his father, after which his mother moved them to Vienna, then Zurich, and finally Frankfurt where **Canetti** graduated from high school.

He returned to Vienna and obtained a degree in chemistry from the **University of Vienna**, but never worked as a chemist. He had discovered the worlds of philosophy and literature and that set him on the path that led to his **1981 Nobel** "for writings marked by a broad outlook, a wealth of ideas and artistic power." 🌱

**Rumors**  
from page 16

highest honors." The **Webby Awards** lauded the **Internet Archive** for being "the web's most knowledgeable historian." Perhaps the greatest honor of the evening came in the form of a video narrated by **Open Knowledge champion, Lawrence Lesig**. He said, "Creativity and innovation built on the past. The **Internet Archive** is the foundation preserving that past, so that perhaps, one can at least hope that our children and their children can shape a future that knows our joys and learns from our many mistakes." The award was presented by **Nancy Lublin**, CEO of the **Crisis Text Line** and **DoSomething.org**, who pointed out that in this chaotic political year, the **Internet Archive** has saved "200 terabytes of government data that could have otherwise been lost in the transition from blue light saber to red light saber."

And, listen up! **Brewster Kahle**, the founder and Digital Librarian of the **Internet Archive** will be our keynote speaker at the **2017 Charleston Conference** and the **Conference** thanks the indefatigable **Ann Okerson** for arranging this!  
<http://blog.archive.org/2017/05/16/and-the-web-by-award-for-lifetime-achievement-goes-to/>  
<http://www.charlestonlibraryconference.com/>

Got a nice note from the awesome **David Worlock** via **Anthony Watkinson** and **Becky Lenzini** about the publication of the latest volume of **Liber Quarterly** which marks the retirement of **Pat Manson** who has made a huge contribution to Library and Information work in Europe! Congratulations!  
<https://www.liberquarterly.eu/586/volume/26/issue/4/>

I understand that many of the **Fiesole Retreat** speakers have papers in the above-referenced issue of **Liber Quarterly**. I was so sorry to have to miss **Fiesole in Lille** which I heard from **Leah Hinds** and others was spectacular for content and tourism! There are several reports on **Fiesole Lille** in this issue of **ATG** which will be mailed shortly as well as posted on the **ATG NewsChannel**. **Leah's** report will be posted online shortly as well. Many of the papers from the **Fiesole Retreat** are loaded on the **Casalini** website. Visit [http://www.casalini.it/retreat/retreat\\_2017.html](http://www.casalini.it/retreat/retreat_2017.html).  
<https://www.liberquarterly.eu/586/volume/26/issue/4/>

We met many years ago in Fiesole, Italy, when she as working for **Casalini Libri** and later at **Ithaka**. And the vivacious **Colleen Campbell** has a new position as **Partner Development** in the **Open Access 2020 Initiative** at the **Max Planck**

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## From the Reference Desk from page 41

This new version of *Salem Health: Cancer* is a welcomed update of the 2009 edition. It provides essential information in a well-organized accessible reference that will be of value to patrons ranging from high school students to lower level undergraduates doing papers to patients and their family seeking understandable, candid background information about their conditions and options. High school, public and undergraduate libraries should all give it serious consideration.

As is the case with all **Salem Press** reference works, access to the online version is included with a print purchase.

### Extra Servings

**Salem Press** has just released a couple of new titles:

- **Great Events from History: The 21st Century, 2000-2016** (May 2017, ISBN: 978-1-68217-305-3, \$295; eISBN: 978-1-68217-306-0, eBook Single User Price: \$295) is a new three-volume set that “continues Salem’s award-winning coverage into the twenty-first century, providing thoughtful, detailed essays on major events between 2000 and 2016... This text documents it all—the 9/11 attack on the Twin Towers, the wars in Afghanistan and Iraq, natural disasters around the globe, the election of the first African-American President...”
- **Defining Documents in World History: Nationalism & Populism (320 B.C.E.-2016 C.E.)** (May 2017, ISBN: 978-1-68217-293-3, \$295; eISBN: 978-1-68217-294-0, eBook Single User Price: \$295.) is a two-volume work that “investigates important historical documents from influential nationalist and populist movements from countries and territories around the globe. Readers will find in-depth analysis of a broad range of historical documents,

historic events and speeches from leaders that shaped these ideas and movements, combined with documents that define Nationalism and Populism in today’s society and how they affect politics, ethnic relations, democracy and international tensions...”

**ABC-CLIO Greenwood** has added a few titles:

- **War and Religion: An Encyclopedia of Faith and Conflict** (March 2017, ISBN: 978-1-61069-516-9, \$ 310; eISBN: 978-1-61069-517-6, call for prices) is a three-volume set by **Jeffrey M. Shaw** and **Timothy J. Demy**. This reference “provides a complete guide for readers investigating the crucial interplay between war and religion from ancient times until today, enabling a deeper understanding of the role of religious wars across cultures... This all-inclusive reference work will serve readers researching specific religious traditions, historical eras, wars, battles, or influential individuals across all time periods...”
- **Economics: The Definitive Encyclopedia from Theory to Practice** (March 2017, ISBN: 978-0-313-39707-3, \$399; eISBN: 978-0-313-39708-0, call for prices) is edited by **David A. Dieterle**. It is a “comprehensive four-volume resource that explains more than 800 topics within the foundations of economics, macroeconomics, microeconomics, and global economics, all presented in an easy-to-read format... This expansive reference set serves to establish basic economic literacy of students and researchers, providing more than 800 objective and factually driven entries on all the major themes and topics in economics...”

**Academic Press** has published a couple of substantial sets recently:

- The **Encyclopedia of Evolutionary Biology** (2016, ISBN: 9780128000496, \$1575, eISBN:

9780128004265, 1575; Bundle: \$1890) is a four-volume work edited by **Richard Kliman** that “provides a fully comprehensive review of the field in an easy to search structure. Under the collective leadership of fifteen distinguished section editors, it is comprised of articles written by leading experts in the field, providing a full review of the current status of each topic. The articles are up-to-date and fully illustrated with in-text references that allow readers to easily access primary literature...”

- The **Encyclopedia of Immunobiology** (2016, ISBN: 9780123742797, \$2450; eISBN: 9780080921525, \$2450; Bundle: \$2940) is edited by **Michael Ratcliffe** and consists of five-volumes that provide “the largest integrated source of immunological knowledge currently available. It consists of broad ranging, validated summaries on all of the major topics in the field as written by a team of leading experts. The large number of topics covered is relevant to a wide range of scientists working on experimental and clinical immunology, microbiology, biochemistry, genetics, veterinary science, physiology, and hematology...”

**Bloomsbury Academic** has a new work in the offing:

- **A Cultural History of Theatre** (Nov. 2017, ISBN: 9781472585844, \$550) is edited by **Christopher B. Balme**, **Tracy C. Davis** and “presents an authoritative survey from ancient times to the present. The set of six volumes covers a span of 2,500 years, tracing the complexity of the interactions between theatre and culture... Each volume discusses the same themes in its chapters... This structure offers readers a broad overview of a period within each volume or the opportunity to follow a theme through history by reading the relevant chapter across volumes...” 🌳

## Wryly Noted from page 40

**George Whitman**. I had him all to myself that afternoon and he generously told me stories of **Samuel Beckett** who was a regular customer and a favorite author of both of us. I half expected to see **Beckett** come in the shop while I was there. I too took inspiration enough from **George Whitman** to eventually open my own bookshop which I named the **Madeleine** in honor of the time I spent in Paris that winter.

I never got to live in the shop, much to my regret, but I have heard many stories from

those who did. In the 1960s a friend of mine bunked in the free lodging space upstairs of the shop with **Eldridge Cleaver** who was on the lam from the police and the courts back home.

**George Whitman** passed away in 2011, two days after his ninety-eighth birthday. He lived by his twin credos: “The book business is the business of life,” and “I’m tired of people saying they don’t have time to read. I don’t have time for anything else!”

I hope you too can read this wonderful book and that you too take inspiration from this one of a kind literary treasure. 🌳

## Rumors from page 32

**Society’s Max Planck Digital Library**. The **Max Planck Digital Library (MPDL)** in Munich is a central unit of the **Max Planck Society** that supports scientists from all **Max Planck Institutes** with a broad portfolio of services in the fields of information provision, publication support and research data management. In the era of digital information, big data, the World Wide **Web** and web-based collaboration, **MPDL** makes a substantial contribution to

*continued on page 57*

# 8 Library Services That Will... Make You Smile.

- 1) **Publishing Sources** - Almost 200,000 at our disposal
- 2) **New Title Selection Plan** - Immediate notification
- 3) **Electronic Ordering** - Simple online ordering system
- 4) **Early Release Program** - Immediate availability guarantee
- 5) **Cataloging** - We do the busy-work for you
- 6) **Comprehensive Reporting** - Up-to-the-minute order status
- 7) **Duplicate Order Alert** - We're on guard, you avoid hassles
- 8) **Paperback Reinforcement & Binding** - Avoid expensive wear & obsolescence

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## And They Were There from page 56

**The Evolution of E-books** — Presented by **Tony Horava** (Moderator, University of Ottawa); **Mitchell Davis** (BiblioLabs); **James O'Donnell** (Arizona State University Libraries); **David Durant** (East Carolina University)

Reported by: **Susan Whiteman** (University at Albany Libraries)  
<[swhiteman@albany.edu](mailto:swhiteman@albany.edu)>

**O'Donnell** opened the program by stating that currently available eBooks are dysfunctional. “They are not books and are only moderately E.” Navigating eBooks, he said, has the functionality of papyrus scrolls and they are crippled by DRM restrictions that inconvenience users.

By contrast, bootlegged (DRM-free) eBooks are easy to use, allowing cutting and pasting and limitless printing. O'Donnell also noted that sales of the Kindle peaked in 2011 and has since flattened. For eBooks to be here in 50 years, what's needed are fewer platforms, better standards, and more functionality.

**Durant** pointed out that the technology-substitution model has not done for eBooks what it has done for journals. Referencing the writings of **Nicolas Carr** and **Naomi Baron**, he noted that eBooks are not conducive to reading at length, nor do they offer the ease of in-depth learning that print provides. Devices such as smart phones and tablets encourage skimming and multitasking and are best used for more superficial reading. The eBook market needs a complementary model to print that better encourages the acquisition of knowledge.

**Davis** described the pilot project at the **University of Liverpool** of an innovative new model of e-textbook. Written by university faculty,

it's being hosted by Charleston-based **BiblioBoard**, a cross-platform system that allows multi-user access to digitally based information.

**Davis** stressed that open educational resources (OER) with unlimited simultaneous user and peer review will be the industry's revolution. Student-user experience of this pilot has been overwhelmingly positive, and access to OERs has the potential to save students thousands of dollars. **BiblioBoard** still seeks to realize consistent returns even as access to the lucrative e-textbook market is sought by competitors such as Amazon. 🐼

*That's all the reports we have room for in this issue. Watch for more reports from the 2016 Charleston Conference in upcoming issues of **Against the Grain**. Presentation material (PowerPoint slides, handouts) and taped session links from many of the 2016 sessions are available online. Visit the **Conference Website** at [www.charlestonlibraryconference.com](http://www.charlestonlibraryconference.com). — KS*

## Rumors from page 42

the **Max Planck Society's** competitiveness in the international science community. The **MPDL** and its predecessors have featured as one of Europe's largest purchasers of scientific information for more than ten years now. The **MPDL** arranges for access to a wide range of scientific journals, eBooks, specialist databases and extensive open access publication services. Together with the libraries at the **Max Planck Institutes**, it takes care of an excellent supply of scientific information and opportunities for publication. Teams from the **MPDL** have been playing an active role in preparing and supplying research data and research results from the **80 Max Planck Institutes** since 2007. The

*continued on page 74*

# Charleston Comings and Goings: News and Announcements for the Charleston Library Conference

by **Leah Hinds** (Assistant Director, Charleston Conference) <leah@charlestonlibraryconference.com>

We announced in late May that the **Charleston Vendor Showcase** will be moving to the **Grand Ballroom of the Gaillard Center** this year. We're very excited about the extra room and the ability to keep all the vendor tables in one location. **Toni Nix**, the powerhouse who manages the event, worked tirelessly to facilitate all logistics that made the move possible. Please note that the **Registration Check-in Desk** will remain at the original location in the lobby of the **Francis Marion Hotel**, and shuttle transportation will be available between both locations.

Speaking of the registration desk, our **Conference Registrar Sharna Williams** has retired from the **College of Charleston Addlestone Library** as of May 31! She will continue to work with us for the conference (whew!) and is looking forward to a more flexible schedule. Congrats, hugs, and high fives, **Sharna!**

Excited to announce some of our plenary presenters for 2017! **Brewster Kahle**, Founder and Digital Librarian of the **Internet Archive**, **Loretta Parham**, CEO and Director of the



**Brewster Kahle**



**Georgios Papadopoulos**

**Atlanta University Center (AUC) Robert W. Woodruff Library**, and **Georgios Papadopoulos**, Founder and CEO of **Atypion**, will all be presenting in Charleston this year. We are greatly looking forward to hearing their contributions. More to be announced soon!

We had a large number of top notch preconference proposals this year! A full list of sessions is available at <http://www.charlestonlibraryconference.com/preconferences/>. Some of the topics included are an acquisitions bootcamp, budgeting, electronic resources management, combatting "fake news," enriched metadata, negotiating with vendors, and more! Registration for the preconferences is available on the main conference registration page.

The launch of the **Charleston Fast Pitch** session was a great success at last year's conference. The aim of the contest, which was modeled after

venture capital funding competitions, was to recognize and reward new innovation in academic library and information management. From a pool of many qualified applicants, the committee selected four finalists to present their "pitches" at the conference. Two winners were selected, one by a panel of judges and one by popular audience vote. Winners were awarded \$2,500 each to further fund their projects. We're happy to say that the **Fast Pitch** competition will be back for 2017! Application information will be posted on the conference website. Summaries of the 2016 winners and runners up can be found at <http://www.against-the-grain.com/2017/01/atg-special-report-the-charleston-library-conference-fast-pitch-2016/>. Start warming up your pitch!



**Sharna Williams, Conference Registrar**

Speaking of conference sessions returning for 2017, the **Charleston Premiers** are going to be back and better than ever! Get ready to walk the red carpet to a Hollywood-style awards show. Designed to offer publishers and vendors the chance to showcase their newest and most innovative products, platforms, and/or content, this session will be augmented with an audience voting segment this year. We will be awarding several "Best Of" categories to increase audience engagement and participation. Presentations will still be organized in a "lightning round" format with 5 minute presentations, back-to-back. The **Premiers** are organized and moderated by **Trey Shelton**, Chair, Acquisitions & Collections Services at the **George A. Smathers Libraries, University of Florida**.

That's it for now — stay tuned to the **Charleston Conference** website and the **Against the Grain NewsChannel** for more updates: [www.charlestonlibraryconference.com](http://www.charlestonlibraryconference.com) and [www.against-the-grain.com](http://www.against-the-grain.com).



## Rumors from page 57

**MPDL** has been working for many years with both **Max Planck Society** born data collections and commercial resources, developing cyberinfrastructures and specialist applications for research data. It regularly combines data flows from more than a hundred different sources and performs ongoing analyses of usage statistics and constantly growing, complex data pools with entry volumes in the order of  $10^{11}$  or more.

<https://www.mpg.de/mpdl-en>

<https://www.mpg.de/en/about-us/mission.html>

**Kevin Davies** has joined **Mary Ann Liebert, Inc.**, publishers as Executive Vice President, Strategic Development. In this new role,

**Davies** will oversee strategy development for the company's life science franchise, including **GEN (Genetic Engineering & Biotechnology News)** and **Clinical OMICS**, as well as spearhead innovative new content initiatives for **Mary Ann Liebert, Inc.** **Davies's** career as an editor, author, and publisher spanned more than 25 years. He has held a number of prominent editorial and publishing positions, including founding editor of **Nature Genetics**, Editor-in-Chief of **Cell Press**, launch editor for **Bio-IT World**, and vice president of the **American Chemical Society**, where he served as publisher of **Chemical & Engineering News**. **Davies** is the author of three successful science books exploring the medical and societal impact of advances in DNA sequencing and analysis — *Breakthrough: The Race to Find the Breast Cancer Gene*; *Cracking the Genome: The Race to Unlock Human DNA*; and *The \$1,000 Genome: The Revolution in DNA Sequencing and the*

*continued on page 79*



## Don's Conference Notes from page 78

front! Let us claim the moment and say that we are librarians. There is no shame in saying that!

### Scholarly Communication

*Publishing Without Walls* — A new digital publishing initiative funded by the **Mellon Foundation**, Publishing Without Walls (PWW),<sup>1</sup> has recently begun at the **University of Illinois**. A partnership between the University Library, iSchool, Illinois Program for Research in the Humanities, and Department of African American Studies, it will seek to understand the needs of scholars in a contemporary environment, particularly how they want to produce and consume digital publications. Two series of projects have been established: Humanities Without Walls Global Midwest (HWW) and AFRO-PWW, which focuses on African American Studies.

The majority of scholars are generally comfortable using word processing software, but only 21% of them are comfortable with text markup languages, so it was decided to base the PWW project on a Word-based workflow. The strategies and priorities of the project are:

- Outreach and education,
- Production and workflows, and
- Research and education.

*The Research Lifecycle* — A study at **Cornell University Library** looked at the research lifecycle and how libraries can support it.

Academic libraries have traditionally focused on the acquisition and searching for information, but they also can have a role in researchers' other activities:

- Managing the flow of information and writing papers,
- Searching for information, which is the most common task for all researchers,
- "Brain work": thinking, understanding, and figuring things out,
- Self-discipline: tools used to curb and manage interruptions, and
- Technology, which is used in all environments and maintains the flow of work.



*The Research Lifecycle*  
(Photo courtesy of Erin Eldermire)

*Students' Information Literacy Skills* — **Candice Benjes-Small**, Head, Information Literacy & Outreach, **Radford University (RU)**, wondered if students' information literacy skills improve over time. She and her colleagues analyzed citations in papers written by seniors and compared them with those in papers written by first-year students. In general, the first-year students used more popular and general sources, and seniors used a wider variety of sources. There was not much difference between the two groups in the use of quotations and paraphrasing. In departments where information literacy was rigidly enforced and taught by library staff, students showed more sophisticated use of sources; the conclusion was that **RU** and the library in particular added value to students' information literacy skills.

### Library Operations and Services

*"Let Me Learn" or "Just Give Me the Answer": Research Consultations and Mindsets* — We want to provide assistance to our students and better understand their motivations to doing their research and consulting librarians for assistance. **Carol Dweck**, a professor of psychology at **Stanford University**, has promulgated a theory of "mindsets" which can be applied to students and research consultations. **Dweck** identified two types of mindsets: *growth mindsets* result in achievements based on hard work; *fixed mindsets* are based on natural ability.

A study by librarians at several universities explored the goals of students who met with librarians for research consultations. The efforts of librarians seem to improve academic performance; however, a growth mindset does not necessarily lead to a performance orientation. A study of about 100 students who came to the library for consultations led to new ways of thinking about how they approach the research process, their expectations of receiving help from an information professional, and how librarians could approach research consultations differently for students with a fixed mindset.

*Open Access (OA) and Decision Making* — How can we use the level of OA to make journal decisions? According to **Kristin Antelman**, University Librarian at the **California Institute of Technology (Caltech)**, many journals are openly available, so the value of subscription-only journals is declining. Publishers are concerned that OA allows cancellation of OA journals (for which there is a charge) to cut costs, and there is still a significant resistance to the idea of using OA as a factor in journal cancellation decisions.

### Altmetrics

*Metrics Selection in the Research Lifecycle* — How can librarians select the best metrics to use in the research lifecycle to help satisfy a user's needs? Articles are not the only things that can be measured; for example, for books, one could not only derive metrics for the chapters in the book but could ask questions such as:

- How many libraries hold this book?
- How many Wikipedia articles mention the book?
- What do Amazon's reviews say about the book?
- For eBooks, how many abstract views, downloads, and clicks did this book get?

The "Golden Rules" of research metrics are to always use qualitative and quantitative input decisions, and to always use more than one metric as the quantitative input.

*Bibliometric Services at the NIH Library* — An illustration of the use of metrics is in the services offered by the library of the **National Institutes of Health (NIH)**, where bibliometrics are used in consultation (study designs, etc.), training in bibliometric theory, and conducting analyses on research topics. Analysis categories include publication counts to determine the productivity of an organization, research topics, and citation impact.

*Metrics for Research Impact* — To determine research impact, we need to understand the numbers and look at the metrics in an appropriate context. For example, we need to recognize that journal impact factors can be manipulated and can skew citation count distributions.<sup>2</sup> And papers might be cited for other reasons than acknowledging influence (to point out errors, etc.). Therefore, it is important not only to put metrics in context but to use metrics closest to the impact you wish to document.

*The Altmetrics Way of Measuring Scholarly Impact* — Altmetrics can be used to supplement traditional ways of scholarly impact, which frequently revolve around citation counts. Altmetrics have the advantage that they become available much faster than citation data. An article's

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## Rumors from page 74

*New Era of Personalized Medicine* — as well as co-author with Nobel laureate **Jim Watson** of an updated edition of *DNA: The Story of the*

*Genetic Revolution*. In April of this year, **Davies** won a prestigious **Guggenheim Fellowship** for science writing. "I am delighted to be joining the **Mary Ann Liebert team**," said **Davies**. "I have long admired the company's penchant for identifying emerging areas of science and medicine, and sought to emulate the longstanding success of **Genetic**

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**ATG Profiles Encouraged**  
from page 84

**BUDGET:** \$17 million

**TYPES OF MATERIALS YOU BUY:** Information in all sorts of formats.

**USE OF MOBILE TECHNOLOGY:** Pushing as much of our services and collections to mobile — meeting students in their spaces.

**WHAT DO YOU THINK YOUR LIBRARY WILL BE LIKE IN FIVE YEARS?**

The R.M. Cooper Library is the place to be on the Clemson campus. The main library is an extension of the classroom where students create knowledge. It is also the intellectual and social center of the university where students engage with each other and with faculty and tutors. The Clemson Libraries will continue to transform to provide a variety of spaces that support learning, teaching, and engagement as well as spaces that facilitate access to print and online information resources.



**UC Merced Library**

5200 N. Lake Road  
Merced, CA 95343  
Phone: (209) 228-4444  
<http://library.ucmerced.edu/>

Answers provided by Donald Barclay, Deputy University Librarian.

**LIBRARY BACKGROUND/HISTORY:** University of California, Merced Library serves the youngest campus of the ten-campus University of California System. Since the campus opened for its first class of students in 2005, the Library has seen the student population grow from 850 to nearly 7000 students in 2017. A federally designated Hispanic Serving Institution, in 2016 UC Merced met the Carnegie Foundation's criteria for "higher research activity" and offers doctoral degrees in fourteen areas.

**STAFF:** 28 FTE. (12 MLS librarians, 16 professional staff)

**BUDGET:** \$4.2M

**TYPES OF MATERIALS YOU BUY:** The UC Merced Library collection is heavily skewed towards the digital. The Library's periodical collection (116,367 titles) is entirely digital. The Library's book collection consists of 123,036 print books versus 6,781,652 ebooks (this number includes 5,562,000 HathiTrust eBooks plus 1,219,652 eBooks acquired from publishers and/or aggregators). The Library's materials budget is just over \$1.5M per year.

**WHAT DO YOU THINK YOUR LIBRARY WILL BE LIKE IN FIVE YEARS?**

I think it will be a lot like it is today, which is to say focused on digital technology while still recognizing the value of print. While the Library's stacks could hold double the number of print books they currently hold, market forces and changes in scholarship mean that we won't be anywhere near filling the stacks in five, or even ten, years. I see the Library as relying more on instructional technology as our primary means of supporting student success and promoting information literacy. I see us doing more work to support faculty data management and providing more publication support services, especially for faculty and graduate students. The Library has focused on the creation of digital scholarly resources in favor of building a traditional print-focused special collections, and I don't see that changing. The UC Merced Library's somewhat boastful motto is, "Not what other research libraries are, what they will be." The accuracy of that statement seems to be holding up the more time passes.

**TELL US ABOUT YOUR JOB:** As the Deputy University Librarian I have four unit heads reporting directly to me — Research & Learning Services, Collection Services, Digital Assets, and Spatial Analysis & Research Center. I also do quite a bit of work representing UC Merced among the UC Systemwide Libraries, which consists of ten campus libraries and the California Digital Library.

**Back Talk**  
from page 86

Bruges City Center, "and 14 of them are on my street," she said. Happily, I'd done my online research about Bruges's offerings and, having bought a few wares from 8 of them, I declared victory!

Next year's retreat is scheduled for Barcelona, Spain. As one who has participated in several **Fiesole Retreats**, I predict a wealth of ideas and discussion; and as a previous one-time visitor to Barcelona and its cultural treats, I can attest that the chocolate shopping there, while not as diverse as in Bruges, is also hugely excellent.

See you there! 🍷

**Rumors**  
from page 79

**Engineering and Biotechnology News.** I hope my ideas and experience in launching new journals and managing various science and technology publications will help the **Liebert** organization grow and flourish in the years ahead."

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