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Bet You Missed It

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Bet You Missed It

Press Clippings — In the News — Carefully Selected by Your Crack Staff of News Sleuths

Column Editor:  Sarah Tusa (Lamar University Library) <tusa@almark.lamar.edu>

The Not So Secret Garden
by Corrie Marsh (Ovid Technologies)

Imagine how excited I was to pick up the "Macintosh paper for the masses" at my hotel room doorstep one cold morning while traveling in New England recently to find an article about one of my favorite new books!

For those of us who attended the post-conference cocktail party on Saturday during the Charleston Conference '96 — this article has a special place in our hearts. When we arrived at Mrs. Whaley's house that chilly November night, we found ourselves at a fabulous house and gardens. In the house, we found the charming LeClercq's (Angie is Emily Whaley's daughter and the Director of Daniel Library, The Citadel) serving up wonderful hospitality. My favorite memories were: looking at a beautiful table full of delicious food, while Lyman [Newlin] and I were gasping over a vase of antique flowers; listening to a series of stories by Angie of growing up at 58 Church St.; and some stories about Mrs. Whaley's travels to collect some rather unique items for her garden.

While none of these special moments are captured in the newspaper article, I just wanted to relate the magic you experience at Mrs. Whaley's. I must also admit, that in spite of a warm, hospitable house, I kept sneaking into the heavenly garden that night. The article does relate Mrs. Whaley's independent attitude and some of her gardening philosophy ("a lot of manure"). The photo does an excellent job of portraying the sleigh, knowing smile (that we also recognize in the daughter, our librarian colleague). We are charmed by the descriptions of Mrs. Whaley, Junior Robinson, the assistant gardener, and Rosie the terrier. This combination of personality and landscape is explored in-depth in Mrs. Whaley and Her Charleston Garden (Algonquin 1997, $16.95). For this ambitious gardener, I was thrilled to see that article and will be even happier to get back to visit Mr. Whaley's garden ...

See — USA Today, March 19, 1997 (Life Section p. 1) "A Not Quite Secret Garden: Whaley Shares Her Garden With All.”

Crystal Ball?
by Rick Heldrich (College of Charleston)

Can you believe someone who predicted (in 1959) that the dominant workplace employment would shift from labor to thought-oriented jobs? How about a person who predicted that the GI Bill of Rights would help America for that thought-oriented market and bring about an explosive growth of the higher education industry? Or how about the prognosticator of the 70's who said that retirement pension funds would eventually become the driving force of the US economy? Who was this soothsayer? Peter F. Drucker, now 87. What does he say about the future from the vantage point of 1997? "Higher education is in deep crisis." He predicts the end of universities as we know them, within 30 years! Why? Because of spiraling costs (exceeding health care increases) and technological advances (bye-bye books and campus classrooms). Drucker figures it took about 200 years of slow, steady evolution from the advent of mass book publishing to the development of university, but he says it will tumble with a crash. He recommends (predicts?) a five-year interlude between high school and college so that higher education is not designed to prolong adolescence. Drucker is not always right, but his ideas are worth reading, while still available in print. See — Robert Lenzer and Stephen S. Johnson, "Seeing things as they really are." Forbes, March 10, 1997, pages 122-128.

“General” Balmer
by Rosann Bazirjian (FSU)

This is a fascinating article about Steven A. Balmer, who is the executive vice president of sales & support at Microsoft Corp. He is Gates’ no. 2 man. The author discusses the competition between Netscape and Microsoft for the browser business, as well as the story behind IBM’s OS/2 and the falling out between IBM and Microsoft re: windows. In addition to spending considerable time on the competition between Netscape, IBM and Microsoft, the article also provides an interesting portrait of Steven Balmer as well as five other chief executives who work at Microsoft. See — Jeffrey Young, “The George S. Patton of Software,” Forbes, vol.159 (2) (January 27, 1997), p.86-92.

Webs-R-Us
by Rosann Bazirjian (FSU)

This article highlights the Web development firm, Proxicom. The owner and founder is 30-year-old Raul Fernandez, who has made Proxicom a successful business. Proxicom provides custom work plus canned software to 71 clients. They also won the first Clio advertising award for their L’Eggs Web site <www.leggs.com>. It attracts visitors because it not only focuses on the L’Eggs product, but provides interactive calculators to determine mortgage savings, as well as to calculate a heart rate after exercise. Fernandez says his secret is in knowing that people are drawn to various Web sites not necessarily for product information, but for innovative content. See — Shailaja Neelakantan, “We do Web Work,” Forbes, vol.159, (2) (January 27, 1997) p.108.
No Fries ... Chips!
by Rosann Bazirjian (FSU)

This article profiles Joseph Levesque, the chief executive of Aetrium, Inc., a manufacturer of testing equipment for finished semiconductor chips. Levesque took control of Aetrium 11 years ago, and turned it from a company on the verge of bankruptcy, to one which netted a $9 million profit last year. His secret? Prepare for the bad times during the good times by making your customers wait for a product rather than expand your business in order to meet the expanded demand. Levesque feels this is important as the semiconductor industry suffers up and down periods. When the chip industry went into a down cycle in 1995, Aetrium was able to work off its backlog. In 1995, Levesque had enough business to keep his factory busy for 120 days without a single new order -- "the biggest backlog in the business" -- and he was proud of it! See -- James Samuelson, "What's the Hurry?" Forbes, vol.159 (3) (February 10, 1997) p.132-133.

Gone With the Mainframe
by Rosann Bazirjian (FSU)

This article focuses on Frank Pritt and his Attachmate Corp. Attachmate sells a "software translation service" between the old mainframe technology and the new desktop computer. Corporations reluctant to give up their mainframes, but who install desktop computers for staff, purchase Attachmate and its "Extra" program. Extra turns a PC's screen into a "facsimile" of the mainframe's old terminal. Right now, Attachmate is a $400 million a year company. However, the author, Ann Marsh, speculates about the future of this business, asking what happens once all of the mainframes are gone. Also, it is predicted that Microsoft and Netscape will eventually make their browsers so powerful that they will be able to browse right into mainframes, making the emulation which Frank Pritt sells obsolete. See -- Ann Marsh, "Why Frank Pritt docked his yacht," Forbes, vol.159 (2) (January 27, 1997) p.104-105.

The Racer's Edge
by Rosann Bazirjian (FSU)

This article profiles Chromatic Research's chief executive Wes Patterson. With Intel's new MMX technology moving in on him, Patterson has decided not to outrun Intel, but to outrun Intel's other victims. Chromatic Research has designed a 1.4 million transistor chip called the M pact, the "fastest" and "most advanced multimedia chip in the business". M pact does multimedia calculations and handles the computational work behind Dolby stereo sound, playback of full-screen digital films, a 33.6 kilobit per second fax/modem, videoconferencing and crisp 3-D graphics. None of these features is available yet from Intel. Chromatic Research plans to make its money not from the chip itself, but from sales of the software it writes to run the M pact. See -- Bruce Upbin, "Survival of the Fastest," Forbes, vol.159 (3) (February 10, 1997) p.124-126.

Du-uh!
by Pamela Rose (SUNY at Buffalo)

Physicists won hands down in a study that critics were quick to note was flawed. The online version of the Annals of Improbable Research (mini-AIR) asked readers to rank academic disciplines. The 46 respondents included 12 in physics-related fields. It was noted that "Rocket scientists and brain surgeons were ... too smart to respond ..." See — "Who's the Smartest of Them All?" Science, v.275 (February 21, 1997) p.1073.

Browsing for Browsers
by Sandy Brehler (ODU)

While you're waiting for push technology to arrive, you may want to consider the benefits of an offline browser. IW labs reviews 10 OBI's currently on the market. See — "Speed Browsing," Internet World, (April 1997) p.72-74.

Patent Stuff
by Sandy Brehler (ODU)


Library Dollars
by Albert Henderson (Publishing Research Quarterly)


<http://www.against-the-grain.com>
Computers vs. the Printed Page
by Joan Losio (U. of Northern Iowa)

The writer of *Newsweek*'s weekly guest editorial laments the New York Public Library's new Science, Industry and Business Library's heavy dependence on technology. Easy access to journals and books has been abandoned in favor of banks of computers. Besides the fact that materials now seem to be more difficult to access, the author feels that the vast number of computer illiterates among the library's potential clientele are being neglected. See -- Ingrid Eisenstadier, "A Tangled Info Web," *Newsweek,* vol.129 (7) (February 17, 1997), p. 16.

I Say Potato ...
by Pamela Rose (SUNY at Buffalo)

Easy access to the Web has fed the exponential growth of biological databases housing everything from genome sequences to natural history collections. However, differences in database structure and nomenclature make it extremely difficult to find data. Bioinformaticists experts hope to turn this fractured landscape into something more coherent by developing common standards and names for databases and by establishing automatic links between them. Specialists are resistant to changing preferred terminology, but Web tools such as Java may be able to create bridges between even radically different databases. One approach, dubbed the Common Object Request Broker Architecture (CORBA), tries to separate data access from data management rather than impose external rules. One hurdle which may slow progress is unstable funding for existing databases, but researchers are optimistic. See -- Nigel Williams, "How to Get Databases Talking the Same Language," *Science,* v.275 (Jan. 17, 1997) p.301-302.

Who Needs Address Labels?
by Pamela Rose (SUNY at Buffalo)

In a "huge step forward" for artificial intelligence (AI), the U.S. Postal Service is using a new AI technology developed at SUNY at Buffalo (UB) by a team led by Sargur Subbar to expedite delivery of handwritten envelopes. The pilot system, which saved more than $1 million in labor costs in December 1996 alone, can read 10-20% of script addresses. Another computer scientist, Concordia University's Suev Ching (Montreal) is working on another practical application: deciphering handwritten checks. See -- "Artificial Intelligence Goes Postal," *Science,* v.275 (February 21, 1997) p.1073.

Downsizing Woes
by Pamela Rose (SUNY at Buffalo)

Expensive subjects like physics are being threatened by competition in Britain's higher education system. Three universities are shutting down some undergraduate physics and chemistry courses, and two other institutions may close whole departments. The current crisis is due to worries over declining enrollment and to a new Higher Education Funding Council for England (HEFCE) formula which distributes funds to university departments based on quality of research. Adding to the problem, are declining enrollments in science courses. Many universities are sharpening their marketing skills to increase the student pool. See -- Nigel Williams, "Declining Enrollment, Funds Threaten Small Departments," *Science,* v.275 (Feb. 7, 1997) p.747.

A Matter of Semantics
by Pamela Rose (SUNY at Buffalo)

Digital libraries, searchable online versions of organized collections, enable searching distributed across networks with general purpose personal computers. Network search technology has evolved from the grand visions of the 1960s which led first to the development of text search in bibliographic databases and subsequent full-text retrieval. Next we saw the rise of document search from multimedia browsing across LANS to distributed searches on the Internet. Finally, the fundamental technology for searching large collections is changing so that in the next century will be for more semantic, searching concepts rather than words. Software has remained largely unchanged while hardware has improved dramatically, become cheaper, and proliferated dramatically so that there are hundreds of thousands of servers instead of a few hundred at central sites. As the methodology and equipment has changed, the primary users have shifted from librarians to scientists. This shift will continue when semantic retrieval makes interactive analysis of digital libraries a fundamental part of scientific research. However, implementation of automatic vocabulary switching is an important part of the "grand challenge of digital libraries," semantic interoperability. The first major Net Millennium will come when automatic indexing and routine vocabulary switching are supported. See -- Bruce R. Schatz, "Information Retrieval in Digital Libraries: Bringing Search to the Net," *Science,* v.275 (Jan. 17, 1997) p.327-333.

The Unkindest Cut
by Pamela Rose (SUNY at Buffalo)

Implications by cardiologist Peter Wilmshurst in a letter to the *Lancet* of editorial improprieties at *The New England Journal of Medicine (NEJM)* were categorically denied by former NEJM editor Arnold Relman. Relman alleged that "rejected would-be authors take a rather unkind view of the editors who have made negative decisions on their manuscripts." However, the *Lancet* will soon publish a longer article by Wilmshurst on the "general topic of conflicts in medical publishing." See -- Gretchen Vogel, "Editorial Ethics Questioned," *Science,* v.275 (February 21, 1997) p.1055.

Web-Anon?
by Pamela Rose (SUNY at Buffalo)

What are the criteria for Internet addiction? (Check it out at http://www.pitt.edu/~ksy/). Some psychologists are offering special counseling sessions for people addicted to the Web, although at least one psychiatrist says the term should be confined to substances known to create physical dependency. Some Web addicts have tried unsuccessfully to quit, and report their compulsions interfere with work, finances, and relationships. See -- "Web of Addiction," *Science,* v.275 (February 21, 1997) p.1073.

Web Marketing
by Sandy Beehler (Old Dominion University)

This article offers detailed instructions for publicizing your Web site, either free or for a fee. See — "Publicity Ploys," *Internet World,* (March 1997) p. 68-71.

<http://www.against-the-grain.com>
A Novel Perspective
by Twyla Racz (Eastern Michigan University)

In this article the author compares the rise of the novel with the growth of the World Wide Web. From her experiences in surfing the Web, she concludes that Web pages so often refer to something that isn’t there. Therefore, although it may be useful for reference, news, or information exchange, she prefers books, which at least lead somewhere. See -- Karen Olsson, “Adrift on the Digital Sea,” Civilization, vol. 4 (2) (April/May 1997), p.39-41.

A Question of Domain
by Pamela Rose (SUNY at Buffalo)

Network Solutions Inc. (NSI) charges $50 per year to register Internet domain names (e.g. .org, .com, .edu) for the National Science Foundation (NSF). With registrants of some 90,000 a month, projections are that the pot of registration fees could reach $60 million a year. Not surprisingly, this windfall has spawned debate on the larger question of who should manage the Internet — the government or the private sector — and if it’s the government, which agency should do it, and how should the resulting dollars be spent? Senior NSF officials note the Internet is no longer primarily a research tool and overseeing it shouldn’t be their job. The Internet International Ad Hoc Committee (http://www.iahc.org), a non-governmental body of technical, legal and business experts, agrees, proposing creation of an international, self-governing body of service providers, businesses, and other users to manage domain names. See — Jeffrey Mervis, “Domain Names Windfall Causes Flap,” Science v.275 (March 14, 1997) p.1563.

NB: See related article on page 84 — KS.

WIPO
by Pamela Rose (SUNY at Buffalo)

The focus of this “Policy Forum” is on issues relevant to the scientific community in the copyright treaty concluded by the World Intellectual Property Organization (WIPO) meeting in December 1996 to update the international system of copyright established by the 1886 Berne Convention for the Protection of Literary and Artistic Works.

The rights of reproduction and communication are core elements of copyright. The new WIPO Copyright Treaty adopted a statement which declares that the reproduction right, as set out in the Berne Convention, “fully applies in the digital environment,” as well as confirming that storage of a protected work in digital form in an electronic medium constitutes a reproduction. WIPO also added a new provision which completes and clarifies the right of communication, adapting it to operation in the digital environment. In addition, the new Treaty contains a provision that confirms that copyright extends to databases if, by reason of the selection or arrangement of its contents, it constitutes an intellectual creation.

WIPO will continue to meet to handle matters left unresolved by the diplomatic conference. In April 1997, WIPO will explore the need for new international rules on the protection of folklore, and on broadcasting, new communication technologies, and intellectual property. In September 1997 experts will prepare a protocol on audiovisual performances, and there will be an information meeting on intellectual property in databases. The search for balanced solutions will continue, giving librarians and other interested parties good reason to keep a sharp eye on the proceedings. See — Jukka Lieses, “Copyright: Evolution, Not Revolution,” Science, v.276 (April 11, 1997) p.223-225.

NB: See related article on page 52 — KS.

The only reference work investigating the relationship between science and culture...
The Encyclopaedia of the History of Science, Technology and Medicine in Non-Western Cultures

edited by Helaine Selin, Science Librarian, Hampshire College, Amherst, MA

The Encyclopaedia contains almost 600 entries dealing in depth and in breadth with the history of the scientific and technological accomplishments of cultures outside of the United States and Europe, filling a gap in both the history of science and in cultural studies. This unique reference work includes:

- Intercultural articles on broad topics such as mathematics and astronomy
- Philosophical articles on concepts and ideas such as Rationality, Objectivity and Method, Religion and Science, East and West, and Magic and Science
- Factual articles on topics such as Native American mathematics, Polynesian navigation, Korean maps, and African metallurgy
- Biographical articles for known individual scientists in cultures such as China and the Islamic World

Not Exactly Rick Dees
by Pamela Rose (SUNY at Buffalo)


And the Winner Is...
by Pamela Rose (SUNY at Buffalo)

Galileo <www.galileo.webzone.it>, an electronic magazine started by a group of scientists and journalists, has won the Pirelli INTERNETional Prize. The Italian tire giant wanted to call attention to the enlightened side of the Internet, rather than popular portrayals of the Web as a source of pornography or a guide to making explosives. Other winners include an Italian science high school's hypertext project on lichens, and a multimedia arts and crafts encyclopedia on CD-ROM. Next year's prize is open to all European Internet users, and by the year 2000, all Internet users will be eligible. See — "Internet Science Prize," Science, v.275 (February 28, 1997) p.1271.

From the Reference Desk
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doctrines, practices, liturgy, early schisms, etc. In addition, there are regional surveys of early Christian history and articles dealing with Christian art and architecture, ethics and concepts like heaven, hell and immortality. The bibliographies are good and often include the writings of the early church fathers and other original works as well as secondary books and journal articles. In the front of the first volume, there is a listing of abbreviations for the journals, reference works and series cited in the bibliographies. There is also a helpful chronology. A good index is necessary for a work like this and generally the index here is helpful. But more "see also" reference might have been included. For example, in searching for information about the apostles there is no "see also" from the often interchangeable word "disciple". Obviously this is a minor quibble. On the whole, the Encyclopedia of Early Christianity deserves consideration by both academic and public libraries for addition to their collections.

Robert Hogan has revised and expanded his Dictionary of Irish Literature for Greenwood Press (1996, 0-313-29172-1, $135). Some attention is paid to Irish literature written in the Irish language. Reprinted from the first edition is Seamus O'Neil's article on Gaelic literature as well as a new article on contemporary Irish language literature by Alan Titley. However, it is Irish literature written in English on which this two-volume set concentrates. The main contents of the Dictionary consist of author entries and the over one thousand author entries contained in the body are of writers who primarily wrote in English. These entries contain biographical information, critical comment and a bibliography. The bibliographies list the major works of the author and in most cases, reference about their work. There are also entries for influential institutions, publications and theater groups like the Irish Academy of Letters, the Journal of Irish Literature and the Abbey Theatre. The set is rounded out by a chronology, a bibliography of further readings and a thorough index. Reference collections in need of books on Irish literature will want to add this to their holdings even if they have the earlier 1979 edition.

And finally, Oxford University Press has brought out the third edition of the Oxford Classical Dictionary edited by Simon Hornblower and Antony Spawforth (1996, 0-19-866172-X, $60). The second edition was published in 1970 so this work was obviously due for an update. Expanded by more than 450 pages, the third edition includes some 6250 contributions written by an international team of 364 scholars. Most of the entries from the second edition have been rewritten and approximately 840 new entries added. A look through the listing of these new entries provided at the beginning of the book indicates that broader more thematic topics have been added like class struggle, death, food supply, imperialism, kingship, etc. This goes hand in hand with the editors' stated goal of expanding the emphasis of this reference to include more than the "purely literary" aspects of Greek and Roman studies. An obvious attempt has been made to integrate the various disciplines which have influenced classical studies during the past twenty-five years. In addition, articles on previously undertreated subjects like women, the near east and its influence and ancient sexuality have been included. Overall, given the significance of the topic and the quality of the effort, most library reference collections will want to add this updated edition.

From Cancellations
from page 16

America that I can think of that raise their prices when faced with declining sales. Business 101 students can predict what will happen.

On a more positive note, let's talk about Marketing 103. Our consortial activity would not be possible if publishers or vendors of the products weren't willing to negotiate. Even if Skidmore by itself could afford Current Contents, our user demand and usage would not justify the price. When you combine the student populations and usage of the Coleslaw libraries which purchased Psychoinfo you equal one large university library. Remain flexible when dealing with small libraries. We are not your primary market. We are not your primary source of income. We are an additional market. We are an additional source of income. Without price concessions we are no market at all. You have nothing to lose. But both libraries and publishers can gain.

Final Thoughts

A few years ago, I said that the resource-sharing and collaboration between libraries is the silver lining in the serials crisis. I now think that along with the technological changes, the increase in serials prices is the best thing to happen to libraries in the last ten years. I am a better librarian because of the price increases and the nearly annual cancellation projects. I have become more creative, flexible, and a risk taker. The experience with price increases has made me continually evaluate what libraries do and how we do things. I am always looking for a more effective and a more economical way to get the job done. From surveys and from the doubling in our bibliographic instruction sessions, I know student and faculty library satisfaction has increased. I never thought librarianship could be so exciting and rewarding. I'm not sure when we will wrestle with the issue of ownership and controls scholarly information, but I look forward to it. In the meantime, we will continue to cooperate and collaborate with other libraries to meet our users' needs.

NB: This paper was adapted from a presentation at the 1996 Charleston Conference Preconference on "Prioritizing Serials Acquisition."