Pay-Per-View: Alternative or a Necessity in Today’s Economy

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Recommended Citation
DOI: https://doi.org/10.7771/2380-176X.2348

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Pay-Per-View: Alternative or a Necessity in Today’s Economy

by Beth R. Bernhardt (Electronic Resources Librarian, Jackson Library, University of North Carolina at Greensboro, P. O. Box 26170, Greensboro, NC 27402; Phone: 336-256-1210) <beth.bernhardt@uncg.edu>

Wow, looking back I can’t believe my first talk on pay-per-view was back at the Charleston Conference in 2002. Back then, UNC Greensboro was one of the first schools to set up pay-per-view to provide access to articles from unsubscribed journals. We implemented pay-per-view because budget problems forced us to cancel high cost, low use science journals, and we needed an affordable alternative that allowed our active research faculty to have immediate access to those titles. Today’s budget cuts are forcing many schools into the same situation UNCG faced earlier in the decade, and librarians thinking more about purchasing just in time articles for patrons instead of subscribing to the journal.

To start this issue we have an article written by Patrick L. Carr, “Forcing the Moment to Its Crisis: Thoughts on Pay-Per-View and the Perpetual Access Ideal.” This article gives a great overall introduction to pay-per-view and why libraries are considering whether to leave the ideal of perpetual access for pay-per-view instead. He discusses why libraries are choosing this access model and the pros and cons for going this route. He concludes with a discussion on whether libraries should leave the perpetual access ideal for the access to an abundance of information.

Our next article “Getting our Feet Wet: One Library’s Experience with Transactional Access” by Ryan Weir and Ashley Ireland examines why Murray State decided to try a pay-per-option for their faculty. They discuss how a cut in their serials budget and lack of communication with departments on campus back in 2005 caused a public relations problem between the library and the faculty. To help fix this problem they researched several pay-per-view options and worked with the faculty to implement it across campus. This program has been successful and the librarians at Murray State want to encourage all publishers and vendors to provide more pay-per-view options in the future.

“Pay-Per-Use Article Delivery at the University of Wisconsin-Stevens Point” by continued on page 10

If Rumors Were Horses

Happy New Year! Whew! What a whirlwind the past two months have been! This issue of Rumors is a mix of news that is exciting as well as bittersweet.

Yes! There was the 29th Charleston Conference where, despite the economy, we had 1029 registered attendees! Hooray! Many of the papers and powerpoints are loaded on the Conference Website! Can you believe that next year will be our 30th?! Put these dates on your calendar immediately. Wednesday, November 3 through Saturday, November 6, 2010. Make reservations at the Francis Marion hotel now! www.katina.info/conference

Moving right along, there are several big news items. The biggest Rumor this time for those of us in the book business is the sale of Blackwell Book Services (BNA US) to YBP/Baker & Taylor. Baker & Taylor Inc. has acquired Blackwell Book Services North America (BNA) and Blackwell’s Australia-based James Bennett Bookseller. Also as part of the deal, Blackwell U.K. will acquire Baker & Taylor’s Lindsay and Croft business in the U.K. In addition to the acquisitions, Baker & Taylor’s YBP Library Services and Blackwell U.K. have entered into a strategic sourcing agreement under which YBP Library Services will source all U.K.-published academic material from Blackwell U.K., and Blackwell U.K. will source all U.S.-published academic material from YBP Library Services. With this acquisition, Baker & Taylor’s YBP Library Services will continue to offer the collection development and workflow continued on page 6

What To Look For In This Issue:
Academic Libraries and the “Arming America” Problem: Responses........32
Google 2.0: Still a Mixed Blessing?...36
The PIRUS Project..................82

Interviews
Lotfi Belkhir ............................34
George Machovec.......................38
Mark Kendall..........................40

Profiles Encouraged
Ashley Ireland ........................10
Ryan Weir ................................18
Mindy King.............................26
Aaron F. Nichols.......................28
Douglas LaFrenier....................30
World Scientific.......................48
Jesse Holden.........................78
The newly designed Acquisitions in the New has been submitted praised on his research on during the morning plenary are expecting Jesse.Holden@millersville. Pay-Per-view has just announced the

Back in 2002 I approached LaFrenier journal content in a timely manner. per-view over using print journals or interlibrary loan. They also surveyed users and found that they valued the speed of delivery for pay-per-view over using print journals or interlibrary loan. Their pay-per-view program has been successful in providing access to more journal content in a timely manner.

The last article is written by Douglas LaFrenier of American Institute of Physics. Back in 2002 I approached Doug and asked him if AIP would be willing to provide UNC Greensboro with pay-per-view access to his journals. The reason was that our physics program had gone from a Master’s degree to a four-year degree so we didn’t need to subscribe to all the AIP journals anymore but we still wanted to provide our faculty with access. I remember telling him “we have to cut our journos so wouldn’t you rather get some money from us than none at all?” Doug said “yes,” and we entered into a beta test with AIP and today AIP provides pay-per-view for all types of customers. In his article “Pay-Per-View at the American Institute of Physics” Doug talks about how AIP first started with credit card transactions and then started an article bundle program through deposit accounts. He also mentions how allowing Google to crawl their information has made their content more prominent and doubled their article sales. Doug also mentions that there is another pay-per-view company that has started a 24 hour rental service for articles called Deep Dyve. Everyone needs to keep an eye on this company because it could be a significant player in research in the future.

As you will see from these articles, pay-per-view is something that is needed in today’s economy for all types of libraries and publishers. Since 2001 UNC Greensboro has been a strong supporter of pay-per-view and we will continue to advocate that more publishers and vendors provide this type of alternative access to their content.