December 2009

If Rumors Were Horses

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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 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.

UNC Greensboro faced earlier in the decade, and librarians started 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

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We have a wonderful Jack Russell terrier named Cleo. We got her when my daughter was quite young. Back in those days, Cleo was into everything. She wouldn’t go to sleep unless we were all in bed, she guarded the house and sounded ferocious if anyone had the audacity to come to the door, she loved running outside and avoiding the authorities. But, alas, time has taken its toll on Cleo who will be 15 in August. She no longer jumps up and guards the house. She has cataracts and the only thing that will get her moving is dinnertime. Anyway, Cleo is why I broke my ankle recently. She has to be carried everywhere especially up and down stairs. And I was carrying her down stairs which I didn’t know were wet. Ooops! I slipped. Thought it was just a sprain, but no sir. It was a big break!

Still, as always, your loyal ATG crew plugged along. And what a great issue we have produced! Beth Bernhardt has collected articles on “pay-per-view,” a new purchasing model that we are all exploring. Articles are by Patrick Carr, Ryan Weir and Ashley Ireland, Mindy King and Aaron Nichols, and Douglas LeFrenier. We have an Under the Hood about Xan’s sabbatical in Europe, two items (an Op Ed and a Group Therapy) regarding the Arming America book problem. Interviews are with Lotfi Belkhir, George Machovec, and Mark Kendall, People Profiles from Ashley Ireland, Ryan Weir, Mindy King, Aaron Nichols, Doug

LaFrenier, and Jesse Holden, a Publisher’s Profile from World Scientific, a discussion of legal implications of reference books for publishers and consumers, a discussion about the Google Book Settlement 2.0, reports from the 2008 Charleston Conference and, of course, much, much more!

OOPS! Cleo wants to come upstairs! I have to figure out how to get her up here if my husband is not around. I am now exploring baby backpacks and carriers. Beats falling down the stairs, right?

Happy 2010 to you all! Thanks!

Love, Yr. Ed.
Rumors
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exclusively for the field of library and information science. The “Max Niemeyer” brand will be integrated into De Gruyter, with the name only continuing in selected publications. In addition to the new logo, a program is being implemented to bring the cover designs for the various works published by De Gruyter, including periodicals and the user interfaces for e-products, in line with the new image. De Gruyter’s newly designed Website (www.degruyter.com) launched December 1, 2009, and publicity material such as brochures and catalogs will also be revised. Dr. Sven Fund is De Gruyter’s CEO. In 1919, the publisher Walter de Gruyter forged a major academic publishing-house from the five individual publishers of G. J. Göschen, J. Gutten tag, Georg Reimer, Karl I. Trübner and Veit & Comp., with its oldest component, Georg Reimer, having been established on October 29, 1749. De Gruyter, still an independent family firm today, is committed to its long tradition of academic excellence in all disciplines. Did you see or meet the creative Mary Marshall (Sales Director, Consultant at de Gruyter) in Charleston in November? www.degruyter.com

One person I didn’t see in Charleston was Jesse Holden <Jesse.Holden@millersville.edu>. He had planned to come with his son and then couldn’t! I understand that his completed book manuscript “Acquisitions in the New Information Universe” has been submitted to Neal-Schuman. The production timeline anticipates a publication date of late February. Congrats, Jesse! And, y’all, be sure and read Jesse’s Acquisitions Archaeology column and his profile, this issue, p. 77-79. www.neal-schuman.com/bdetail.php?isbn=9781555706968

This is such a crazy time of year. So much is going on! First there’s the Charleston Conference and then Thanksgiving and then the Christmas/Hanakuh/ Kawasaki/etc. holiday! Gosh! I want to talk about so many of the people I saw in Charleston! Hard to keep the memories straight.

The energetic and bouncy Cris Ferguson (SUNY Albany University Libraries/Serials Librarian) <cris.ferguson@suny.edu> and her husband John Larkin are expecting another baby in May. She says that she and John are looking forward to the arrival but they are not sure that Cullen, their son, knows what’s going on yet!

The 2009 Vicky Speck/ABC-CLIO Leadership Award went to the wonderfully creative and efficient Heather Miller, Associate Director, Library Systems and Technical Services at SUNY Albany University Library. The award was announced at the Charleston Conference during the morning plenary session on Thursday, November 5. Heather’s steady hand has guided the Conference since it started oh so many – 29 – years ago! Thank you, Heather!

And Heather praised The Charleston Conference Observatory Project which was run by CIBER and Professor David Nicholas (Director of the Department of Information Studies, UCL Centre for Publishing and CIBER research group), Ian Rowlands, ebrary, YBP, and The Charleston Conference. Says Heather: “The Charleston Observatory is one of the best things to come out of the Charleston Conference…”

Speaking of The CIBER Global Library Survey, CIBER has just announced the availability of the final report which details trends, challenges, and best practices. To receive a free copy of the report, visit www.ebrary.com/corp/infroquest/survey2009.jsp.

And Dr. Allen McKiel, Dean of Library and Media Services at Western Oregon University, will lead an interactive presentation of the final results at ALA Midwinter on Saturday, January 16, 2010, from 10:30am to 12pm at the Boston Park Plaza (Whittier Room) in Boston, MA. All are invited to discuss what the findings mean for libraries as well as possible responses and solutions. www.ebrary.com/corp/infroquest/alamw10survey.jsp.

Did you attend Boe Horton’s presentation in Charleston in 2009 on his research on Pay-Per-View: Alternative or ... from page 1

Pay-Per-View: Alternative or ...

Mindy King and Aaron Nichols is another good article about how a library decides to provide this type of access. The article explains how they targeted high cost, low use journals and switched them over to the pay-per-view model. 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 your journals 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.
Pay-Per-View at the American Institute of Physics: One Scholarly Publisher’s Experience with “The Article Economy”

by Douglas LaFrenier (Director, Publication Sales & Market Development, American Institute of Physics, 2 Huntington Quadrangle, Melville, NY 11747) <dlafrenier@aip.org>

D espite all the talk of the “article economy,” sales of single articles are a minor revenue source for scholarly publishers, who continue to rely on subscriptions and consortia deals for the vast majority of their income. (Publishers in some disciplines can count advertising as another source of revenue.) Yet the purchase of single articles obviously serves the needs of a significant number of users: My organization, the American Institute of Physics (AIP), for example, with a total article database of about 400,000 papers, sold an average of 560 articles per month from our Website in 2008. And that does not include articles sold through third-party document delivery services, such as Infotrieve, CISTI, and the British Library.

AIP, as it happens, was one of the first two publishers to enable anyone with a credit card to buy any article online, back in April 1998. The American Chemical Society was the other, and ACS beat us to the punch by a matter of hours. (We lost the bragging rights that come with the first press release!) Since AIP’s online platform, Scitation, hosts many other not-for-profit society publishers, we enabled each of them to enter the online single-article marketplace as well. “E-commerce” was the heady talk of the day (this was before the dot.com bust around 2001), and publishers were pleased to have this new revenue stream from direct sales, though many undoubtedly expected more robust results.

In retrospect, the low number of direct article sales was partly due to the fact that we were still focused on “availability” and had not yet discovered “discoverability.” It took Google to teach us that.

Google is so much part of publishing DNA these days that it’s hard to remember how much resistance it met with originally. Publishers debated about allowing Google spiders to crawl our Websites for content — indeed, many publishers were still trying to build “portals” or “gateways” to corner online traffic in their disciplines. Why wouldn’t our users come directly to us for our content? Google was a game-changer if only because it caused a lot of us to rethink this strategy, and forced us — even the Society publishers whose brands are virtually synonymous with their subject matter, such as ACS or IEEE or the American Physical Society — to realize we were not the center of our universe. Once we permitted Google to index our content in 2003, the “Google effect” was plain to see: Before Google, our article sales were about $2500 a month; after Google indexed our content, sales rose fairly immediately.

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Typically, libraries in the brave new world that is right part of the menu of access models available to deposit accounts — all of these options will be thor-or funder-paid open access, article-based customer-owned-and-operated archives, au for the best value. Subscriptions, site licenses, an information provider and an information It is not hard to imagine the near-future, when (whether Impact Factor or eigenvalues or h-— moving to more evidence-based metrics we are also — librarians and publishers alike offering an article-bundle product to academia, izing our bread-and-butter subscriptions by tiering our content pay differently than single-site sub-scribers, so the “value” of the bundle can disappear very quickly.

What Future do We See for Products Like AIP Articles On Demand? Will We Offer it to Academic Institutions as well as Corporations?

The broader answer is that AIP already practices differential pricing. We tier our journal prices according to the research levels of our subscribers, so that smaller, less research-intensive institutions pay less than bigger, more research-intensive institutions. Academic institutions with consortia licenses to AIP content pay differently than single-site sub-scribers. Institutions in emerging economies pay little, or nothing, to access AIP content. We want to offer our content in whatever way best suits the needs, interests, and budgets of our customers. While we do fear cannibalizing our bread-and-butter subscriptions by offering an article-bundle product to academia, we are also — librarians and publishers alike — moving to more evidence-based metrics of price and performance. COUNTER is the key initiative here, but measures of quality (whether Impact Factor or eigenvalues or h-indexes or the next new thing) will matter, too. It is not hard to imagine the near-future, when an information provider and an information consumer will together find an optimal way to deliver content not for the cheapest price, but for the best value. Subscriptions, site licenses, customer-owned-and-operated archives, author- or funder-paid open access, article-based deposit accounts — all of these options will be part of the menu of access models available to the librarian in the brave new world that is right around the corner.

Is Deep Dyve Another Game-changer?

As I was writing this article, Deep Dyve announced a pay-per-view service that will charge only 99 cents an article for a 24-hour “rental.” This has been called an “iTunes-like” model, but users cannot download or save the article — it literally is “pay per view,” since the only thing the buyer can do is read the article onscreen. Deep Dyve also offers $9.99 per month and $19.99 per month subscriber plans with more user rights than the 99 cents per article option. But it is clearly the 99 cents price point that has attracted everyone’s attention. Publishers’ single-article fees tend to be high enough not to undermine the value of a subscription. But such formulations derive from the print era, when single-article sales were all done by third parties and were hard for a publisher to regulate or monitor. The article economy in the days of print was thus largely an “invisible” economy, which publishers feared more than encouraged. In the current online era, when article sales can be much more effectively tracked, the new Deep Dyve model offers an experiment that many publishers will want to join. If Deep Dyve can get enough publishers involved to achieve the same kind of comprehensive service that Amazon provides for books, it could become an enormously significant player. Sure, we’re all nervous about cannibalizing subscriptions — but in a moment of huge economic uncertainty for our traditional revenue streams, experiments like this may be the only way to find new and sustainable business models.

I don’t think I told you all about seeing the gorgeous Kathy Ray at the Acquisitions Conference in Oxford, England last year! Did I? Kathy was one of the excellent speakers at this Conference and I discovered that she is married to Ron Ray once of University of the Pacific! Ron has left libraries and is now working in IT and he and Kathy are located in beautiful, exotic Sarjah in the United Arab Emirates. Talk about glamorous!

And, guess who else has traveled to foreign parts? The industrious Joseph J. Brainin has continued on page 61
The science of service.

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Group Therapy
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studying American political/cultural history. Alerting readers to the book’s history and current status, perhaps by taping or tipping in a respected review, or the publisher’s press release announcing the prize rescission (like errata), makes good sense. We routinely try to publicize our collections and let potential users know what great materials we have available; likewise, added information about individual items can enhance their value. I think that’s a more balanced approach to this particular dilemma than deaccessioning the book as if it had never appeared. The fact is that it did appear and has had some influence — both as it was intended and in how scholarly research is received — and librarians do have a role to play in recording those events as part of the human record. So much for a short comment... I’m looking forward to the compiled responses!

RESPONSE:

Submitted by Christy J. Wrenn
(Director of Library Services, Centenary College of Louisiana, Magale Library, Shreveport, LA)

As well as I remember, our good friend Oprah Winfrey was in this same pickle once when she interviewed John Frey regarding his book “A Million Little Pieces.” Boy was her face RED after the interview! However, her endorsement turned it into one of the top selling books of 2005, but she felt conned by the author. That book was not pulled from bookstore or library shelves.

This is the same type of situation with Steve McKinzie at Catawba College. Mr. McKinzie felt that he had to become one of the Library Police and save a college student(s) from ever reading this book, or using it as a reference in a term paper. According to him, this book did not stack up or was not written in a way that someone else thought that the book should have been written.

I have been in the librarianship field for 35 years, and the last time I heard, there was still a human right called “Intellectual Freedom” that said we could read what we wanted to read. The part of libraries and librarians is to make available materials for patrons to read, not be judge because of award activity or people groups to pull materials from shelves. When we do this we are taking the “Critical Thinking” development away from our young developing college minds that have not yet encountered all those GOOD or BAD things out in the world yet.

Rumors
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been appointed Director of the Libraries at KAUST (King Abdullah University of Science and Technology). He assumed his duties in September 2009. KAUST is an international, graduate-level research university dedicated to inspiring a new age of scientific achievement. The University is set to open in September 2009 with degrees in 11 fields of study. The core campus is located on more than 36 square kilometers along the Red Sea at Thuwal — about 80 kilometers north of Saudi Arabia’s second largest city, Jeddah. www.kaust.edu.sa/

My son Raymond went to West Point many years ago so I was interested to read that Bryn Geffert, library director and associate professor of history at the U.S. Military Academy at West Point, has been named Amherst College’s new librarian of the college. Geffert will start work at Amherst on Jan. 21, 2010. Particularly interested in research instruction, in librarians’ efforts to guide the changes afoot in academic publishing and in facilitating the digitization of special collections, Geffert was the “unanimous and enthusiastic choice of the search committee,” according to Amherst Dean of the Faculty Gregory S. Call. Geffert became the director of West Point’s library in 2008 and went on to help open and oversee the institution’s new library. A high school basketball and football official, Geffert also enjoys cross-country skiing and running and expressed delight about moving to a state “that enjoys good snowfalls and the Boston Marathon.” And I would say that’s a good thing! www.amherst.edu/
Could I relate these current events with Andrić's book? Maybe Yes. Maybe No. Yes in the simplistic view that a bridge was constructed to connect communities divided by a river. No because Andrić's book spans 400 years. I saw that in the Drina ferry. "So, on the kapia, between the skies, the river was his world, not the Drina's. The river was an incomprehensible marvel, since it was now in fact cut off from both East and West and abandoned like a stranded ship or deserted shrine." Ultimately the bridge succumbs to relentless bombing during World War I.

Andrić provides an historical account of how the bridge was built over the mighty green waters of the Drina as a legacy for the Grand Vezir Mehmed Pasha of Sokolović. Each chapter spans time toward the twentieth century with the intimacies of fictional characters and individual tales providing us a window into the flow of life, conflict, and belief along the Drina. We experience the torture, fear, and even death of the workers who toiled for five years to build the 11 bridge arches from stone, the sensations of the river's energy as first pedestrians traverse the bridge, and the assassination of the Grand Vezir just as his bridge was replacing the Drina ferry.

Almost every time period embraces a story around the kapia, a structure in the middle of the bridge that is considered to be the heart of the bridge. So, on the kapia, between the skies, the river and the hills, generation after generation learnt not to murmur overmuch what the troubled waters had borne away. They entered there into the unconscious philosophy of the town; that life was an incomprehensible marvel, since it was incessantly wasted and spent, yet none the less it lasted and endured 'like the bridge on the Drina.' Scholars came to the kapia to rest and the intimacies of fictional characters and individual tales providing us a window into the flow of life, conflict, and belief along the Drina. We experience the torture, fear, and even death of the workers who toiled for five years to build the 11 bridge arches from stone, the sensations of the river's energy as first pedestrians traverse the bridge, and the assassination of the Grand Vezir just as his bridge was replacing the Drina ferry.

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And They Were There
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Innovation Session 2 — Saturday, November 8, 2008

Bridging the Google Gap — Presented by Darrell Gunter, Moderator (Chief Marketing Officer, Collexis Holdings, Inc.); Dennis Brunning (Electronic Resources Manager, Arizona State University); Sue Polanka (Head, Reference and Instruction, Paul Laurence Dunbar Library, Wright State University); Steve Leicht (COO, Collexis Holdings, Inc.); Mark Hyer (Vice President, Science and Technology Publishing, ProQuest)

Reported by: Ramune K. Kubilius (Northwestern University, Galter Health Sciences Library) <r-kubilius@northwestern.edu>

Each speaker shared insights on Gunter’s posed questions: what users require and what currently is innovative. Leicht: Sometimes innovation only requires one little step, and the challenge is to use tools better. The “Google gap” won’t be bridged, since we won’t see the bridge. Faculty communities require: social networking applications, expert and institutional profiles, access to publications faculty wrote in the course of their careers. Brunning: The IR enhances a relationship of researchers with librarians, the library has a role in licensed content, publishing management. Polanka: Users require an “easy button” (find, not search); “my library” discovery layers (pre-index, facet, with complete “2.0” over the top). In answer to the moderator posed question — “Is Google a friend or foe?,” panelists shared their views: Google is an enabler — Students will find it in Google; then make sense of it elsewhere. Google can complement other activities: a link resolver can be put into Google searches, links to Google Books can be placed in ILS records, offer a credit class “Google and the Library.” Hyer: Need enhanced abstract records and access to figures and tables (information isn’t always in captions); keep company leverage meta-data. Polanka: The IR enhances a relationship of researchers with librarians, the library has a role in licensed content, publishing management. In addition, they described the challenges associated with the blogs, such as the difficulty in getting others to post. Finally, Powers and McCoy demonstrated features of the two blogs.

At the conclusion, Clifford compared the capabilities and features of three popular hosted blog options — Blogger.com, Word Press.com, and TypePad.com. She considered the level of IT expertise required for each. Next, she offered advice about principles to follow when designing and organizing blogs. Clifford also recommended strategies to optimize a blog’s ranking by search engines.

Hyde Park Corner Sound-Off — Presented by Chuck Hamaker (UNC-Charlotte) and Katina Strauch (College of Charleston)

In this annual Charleston Conference session, Hamaker and Strauch involved sound-off session attendees in a 2008 conference recap (until hotel employees began re-arranging chairs for another event). Speakers identified themselves, voiced opinions. “Lively Luncches” were proclaimed to be lively again and even a “not a morning person” enjoyed the “Beastly Breakfast.” New “dine-arounds” and “vendor chats” received mixed reviews, but votes to “try again next year.” Conference sessions organized by subject “threads” received a thumbs-up. Of interest: what is the (plenary/concurrent session) selection process “behind the scenes?” The first plenary session (by Derek Law) “set the tone”; other plenaries were deemed to be “good, but not exciting or provocative.” Some decreed: too much duplication and concurrent session overlap. First-timers enjoyed small group discussions on practical matters, specifics. Trends and “hot in 2008” topics: re-surfacing of pure citation analysis (to judge individuals); differentiating activities best done first-timers enjoyed small group discussions on practical matters, specifics. Trends and “hot in 2008” topics: re-surfacing of pure citation analysis (to judge individuals); differentiating activities best done first-timers enjoyed small group discussions on practical matters, specifics. Trends and “hot in 2008” topics: re-surfacing of pure citation analysis (to judge individuals); differentiating activities best done.

This concludes the reports we received from the 2008 Charleston Conference. Thanks again to all of the conference attendees who volunteered to become reporters, providing highlights of so many conference sessions. For information about the 2009 Charleston Conference visit the Charleston Conference Website at www.katina.info/conference.

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Speaking of names from the past, got an email from the incredibly awesome Karen Hunter just the other day! I had just asked the he-keeps-up-with-everything-and-everybody Chuck Hamaker what Karen was up to and lo and behold comes this email! Magic! Turns out that Karen wanted a copy of an article she wrote in the February 1997 Against the Grain called “Things That Keep Me Awake At Night.” The article was based on a presentation she made at the Charleston Conference in November 7, 1996. And, twelve years later, it is incredibly accurate. Karen has promised to update her nightmares for a future issue of ATG and believe me I will hold her to it! I am also trying to pin her down to speak at the 30th Charleston Conference next November. If you see her, be sure and remind her that we are all waiting for her to come back!

I am sure that I have left Rumors out!! If I have write me and remind me. And also be sure and check the ATG NewsChannel which has many more Announcements and Rumors than we can put in the print edition. www.against-the-grain.com/

I am sorry to say that, thanks to my ankle, I will not be in Boston at ALA Midwinter. Y’all have fun without me. In the meantime, much love to you all and HAPPY NEW YEAR! 🎉