If Rumors Were Horses

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Reconstructing Collection Development

by Michael A. Keller (University Librarian, Director of Academic Information Resources, Publisher of HighWire Press, Publisher of Stanford University Press, Stanford University, 101 Green Library, Stanford, CA 94305-6004; Phone: +1-650-723-5553; Fax: +1-650-723-4902) <Michael.Keller@Stanford.edu> http://highwire.stanford.edu/~mkeller/

We should start by thanking the Charleston Conference for gathering us together for reasoned and civil discourse in an atmosphere of Charleston's charm and Southern hospitality which has borne fruit for 24 years.

Nina Totenberg the other day on NPR described a Democratic firing squad as a circle of politicians shooting at one another. That was not the case in the presidential election campaign just concluded, but traditionally has been so. The reason for mentioning that story is that it is an apt description of what has befallen collection development at the hands of its practitioners, librarians.

We have adopted the mantra "access instead of ownership," thus devaluing the careful efforts to reflect and respond to our readers' individual needs.

We have run like lemmings to the sea to the "big deal leases on journals," thus spending money on a great many journals our readers did not need and have not used, money that had previously been invested in actually acquiring books and other information objects we actually owned.

We have engaged compulsively in collaborative collection development, emphasizing the collaboration, not the collecting, building elaborate and expensive mechanisms for collaborating, but not increasing the extent and depth of our collections.

We have passively observed the development of such apparently omnivorous Internet harvesting agencies as Google and the Internet Archive, each in its own way asserting in hidden ways the death of librarianship.

Lately, however, I have seen some signs that collection development may have a chance of some resurgence. Here are some of those indicators.

Jeffrey Gatten and Tom Sanville in last month's D-Lib Magazine in their article "An orderly retreat from the big deal; is it possible for consortia" show that about 30% of the titles from any "big deal" publisher account for about 80% of the articles downloaded. Sanville and Grattan write: "Those titles deemed to be of low value might then be discontinued to save the associated costs."

Peter Suber in this month's SPARC Open Access Newsletter reports that the CitiCorp analysis of Reed Elsevier and the STM journal industry asserts that library budgets are maxed out and more cancellations are likely on the one hand and that open access experimentation is here to stay.

Numerous small digitization projects and Internet site capture projects are underway. New portals devoted to well-defined topics with a variety of digital objects for use by scholars and students are underway.

If Rumors Were Horses

The library, publishing, and vending business seems to be going fast and furious.

This is from the Temple Times 12/8/2004 and Editor Betsy Winter. — Temple University President David Adanum has announced the appointment of Larry P. Alford to the newly-created position of vice provost for libraries and university libraries. Alford joins Temple from the University of North Carolina at Chapel Hill, where he is deputy university librarian. As vice provost for libraries, Alford will oversee all of Temple's 17 libraries in a federated system that includes the Paley Main Library, the Law Library and the Health Sciences Libraries. Alford will assume his new position at Temple on Feb. 15, 2005. Reporting directly to the Provost, Alford is charged with leading a program of expansion, centralization, and development of the Libraries' facilities and holdings. His major responsibilities include strengthening the Libraries' education efforts for students and faculty, and improving access to the Libraries' electronic resources. Temple's creation of the new vice provost position signifies the increased importance of the Libraries in supporting the scholarship, research, and teaching demands of a faculty infused with more than 50 new tenured or tenure-track hires over the past year and as many as 110 more over the next 12 months, consistently improving academic standards and student qualifications, and the recent shift to a more residential Main Campus. "The notion that the library is or should be at the heart of the university has become a cliche in recent years, but I still believe it strongly," Alford said. "A great university library in today's environment must be user-centered, which means making it easy to find a book in a three-mil..."
Greetings and Happy Holidays! Your editor is locked in the throes of a monumental library move. The College of Charleston Library is only moving a block away but, my goodness, that's significant when you're moving thousands of books. Halley's moved has been fantastic.

Meanwhile, back at the ATG house, we have been putting together the Dec/Jan issue. Cris Ferguson of Furman University has been a life-saver. In this issue, which is on the new "new" collection development, we have the Charleston Conference keynote paper from Mike Keller, "Deconstructing collection development." Other papers are from Milton T. Wolf, Jennifer Knevel, Heather Wicht and Lynn Silipigni Connaway, Lynn Johnson Corcoran and Charles Marlor, Ezra Schwartz, and Heather Miller. And there are many first-hand reports from people who attended the conference. (And the proceedings will be published by Greenwood Press/Libraries Unlimited in 2005, watch for them.) And, in this issue, we also have an interview with Amy Knapp, Harriet Bell, Warren Holder, and Spencer de Groot about Scopus. And there are also some great columns dealing with institutional digital repositories (Ann Lally), human resources management (John Fenner & Audrey Fenner), eliminating low-value tasks (Ruth Fischer and Rick Lugg), and ISBN-13 (Eric Throndson). That's just the tip of the iceberg. Or should I say, the "moving cart." Speaking of moving, there are shelves to be adjusted, norks and crannies to be dusted, and chairs to be relocated. Everywhere there's something to do!

Happy New Year and see you in Boston! Yr. Ed.

Letters to the Editor

Send letters to <kstrach@comcast.net>, phone or fax 843-723-3356, or small mail: Against the Grain, MSC 98, The Citadel, Charleston, SC 29409. You can also send a letter to the editor from the ATG Homepage at http://www.against-the-grain.com.

Dear Editor:

Good morning!

I have just read the September 2004 edition of ATG (the Reference Publishing issue) [v.16#4] and have found it so enlightening that I'd like to buy a couple of copies to share with some of my remote colleagues. Is that possible?

Thanks much, Nat Bruning, Publisher Relations Manager YBP Library Services, Contoocook, NH 03229
<nbruning@ybp.com>

Editor's Note: Sure! Back issues of ATG are available at $10 per issue. Send orders to <kstrach@comcast.net>.
**Rumors from page 6**

GraDge Plus represents Wiley's investment in the future of educational publishing and is developed and maintained by Wiley's own software development professionals. It is a flexible online learning environment that combines a collaborative work with innovative homework and assessment tools that accommodate many different learning styles. Wiley's "inside out" development process for GraDge Plus began with the diverse learning and spending needs of students and the teaching needs of instructors. As a result, students using GraDge Plus have numerous ways to navigate through their text and course content. For example, a student having difficulty with a homework problem can click on a link and go to a relevant section in the online text, see the instructor's notes, a Powerpoint, a video, or even an interactive simulation that reviews the concept visually. Others who do their work in the traditional linear fashion can read their assignment in the complete online textbook or in print and then answer assessment questions for immediate feedback on their understanding of the concept. GraDge Plus is a comprehensive learning environment that includes a complete online textbook, interactive homework and assessment tools, and a suite of resources that allow professors to customize the course presentations, correct homework, grade tests, and track student progress. GraDge Plus is now available for over 40 Wiley titles in courses across the Business, Science, Social Science, Engineering, Computer Science, and Modern Language curriculums. http://www.wiley.com/college/graudge

At the International Information Industry Awards dinner dance held at the Royal Lancaster Hotel, London, the ALPSP Learned Journals Collection (ALJC) in partnership with Swets, was awarded the 2004 International Information Industry Award for "Best STM Information Product." The ALJC is an online collection of 433 journals from 370 diverse publishers, enabling small and medium-sized publishers to sell effectively to consortia and other library customers by packaging their journals in a single collection with a single umbrella license, pricing model and delivery platform. The International Information Industry Awards, hosted by VNU Exhibitions and Information World Review allow the global information industry — through a judging panel of leading industry figures — to recognize the achievements of teams, projects, and individuals to the industry. The ALJC was devised by the Association of Learned and Professional Society Publishers as a solution to the problems faced by small not-for-profit publishers and commercial publishers of high-quality journals, who increasing find themselves squeezed out of library budgets by 'Big Deals' from the larger players. ALPSP selected Swets as its partner to coordinate the complex licensing and legal structure and to serve as a worldwide sales, marking and access consortium. The ALJC offers libraries the benefit of a single negotiation and users the possibility of accessing over 400 high quality full-text e-journals directly via SwetsWise Online Content. ALJC titles are available both in the Full Collection from JSTOR in subcollections covering Medicine & Life Science, Science, Technology, and the Arts, Humanities & Social Sciences. The charmingly astute and highly capable Sally Morris is Chief Executive of ALPSP. Did you meet her in Charleston?

And speaking of ALPSP, they have just published a report on: The Impact of Aggregated Databases on Primary Journal and Academic Library Market and a Review of Publisher Practice by how-does-one-keep-up-with-him John Cox (John Cox Associates Ltd). Before the advent of the Internet, licensing content to third parties for republication in nonprint formats was seen as an innocuous generator of some modest additional revenue. The Internet transformed delivery has become the norm, this has changed, and the distinction between publishers’ own online packages and the packages provided by aggregators has become blurred. This ALPSP Report is an overview of the impact of aggregated databases on primary journals in the academic library market, based on published literature and on an accumulation of evidence from both publishers and libraries throughout the world, including interview-based research conducted during 2003 and 2004. It reviews how aggregated databases and publishers’ proprietary full-text content is used within university teaching and research. It discusses the impact of aggregated databases on publishers’ subscription and journal revenue. It reviews the issues that concern publishers in managing a content licensing policy of which aggregators are a component. It contains profiles of each of the principal aggregators licensing full-text journal content or serving the academic library market, including input specifically requested from the aggregators that have been profiled. ALPSP members can access the report electronically through the members’ area of the Website and non-members can find in order form at: http://www.alpasp.org/publications/aspub.htm.

A little bird told me that the awesome Liz Lorbeer <elizabeth_r lorbeer@rush.edu> (Rush University Medical Center) is pregnant and may be changing her name soon. Best wishes, Liz!

And a friend of the above told me the same news about the wonderful Heather Joseph (ARL) <heather@arl.org>. Best wishes all around!

And more good news. John Riley <jrliley@comcast.net>, the magnificient, has just married off his son so he’s been a little distracted. Meanwhile, he has some shout-outs for friends, see this issue, p.92.

Speaking of short stories, fiction, and the like, we thought it might be fun to start publishing some fiction (and non-fiction) once in a while about publishing, vendors, and libraries. Look at John’s first contribution, this issue, p.92 and let us know what you think of this idea.

*Run into the vivacious Jill Carraway <jill@ wfu.edu> at the Conference! Jill has been out West this summer/fall playing in the desert and canyons. In her spare time she is also guest editing the November 2005 issue of *ATG* on a topic To Be Announced. Send us your input if you have a suggestion or suggestions!*

And speaking of guest editors, here is the lineup we have so far for *ATG* guest editors, Feb 2005 —

**eBooks**

Cris Ferguson <cris.ferguson@furman.edu> and Betty Kelley <betty.kelley@furman.edu> (Furman University)

ISBN-13 Ann

April 2005 —


**Cancelation of print — Cris Ferguson <cris.ferguson@furman.edu>**

SPARC (the Scholarly Publishing and Academic Resources Coalition) has selected Optical Society of America’s Optics Express as a SPARC “Leading Edge” partner. The partnership is intended to call attention to the potential for open access publishing in the society-publishing environment by publicizing the success of one that is engaged in Optical Express. Ranked in the top ten optics journals by ISI, Optics Express was among the first peer-reviewed open-access journals in the marketplace and has played an increasingly important role for OSA since

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Rumors
from page 8

the journal's founding in 1997. From the beginning, OSA designed Optics Express (www.OpticsExpress.org) to be an "author-centric" journal. Its online peer-review process and rapid turnaround from submission to publication—averaging 47 days—were important steps. Free publication of color figures and acceptance of all kinds of multimedia also helped boost the journal's standing among authors. Its early commitment to electronic-only publication kept operating costs down. www.osa.org • www.arl.org/sparc

Dennis Dillon (associate director for research services at the libraries of the University of Texas at Austin) recently had an Op Ed essay in the Chronicle of Higher Education, This news from the incredible Ann Okerson <ann.okerson@yale.edu> and Liblicense. The article is entitled "College Librarians: the Long Goodbye." Full text of this opinion piece, arguing that libraries/books will be with us for a long time, is available to subscribers at: www.chronicle.com.

TNT premiered its original movie "The Librarian" Sunday, December 5, at 8 p.m. (ET/PT). Did you see it? I didn't, unfortunately. Boo hiss on me! But would love to hear reactions to it!! How about it? Did you see it? Share: http://www.int.tnt/title/display/0,5918,543783,00.html.

Speaking of which, you really missed a gem if you didn't see Jan LaBause's <jlabause@j@ Mercer.edu> presentations at the 2004 Charleston Conference. This was about Librarians and how they have been portrayed in films over the decades. Delightful, Enlightening, Fantastical!

And speaking of media, MediaFinder has a new site license program for libraries. MediaFinder provides access to 72,000 print and online titles including: 15,300 magazines; 11,000 catalogs; 13,000 newsletters; 11,500 journals; 9,400 newspapers; and 3,500 directories and yearbooks. Users can access individual titles by keyword or category, from 263 subject categories, and display contact information and publication details. Subscribers can also select titles by publication type, circulation, ad rates, target audience, frequency, etc., and download the search results to create their own customized lists. The data includes staff names, URLs, and email addresses as well as printing and list management companies. Available from Oxford Communications www.mediafinder.com.

So incredible. The hard-working, efficient, and barn-zowie editor, Thelma Diercks <thelma@hawaii.edu> (Users of Hawaii Manoa) had just finished guest editing the wonderful November (Charleston Conference) issue of ATG --- did you notice all the good vibes at the conference this year about BOOKS and BOOKSELLERS!!! --- on books and budgets. What could happen but good news. Baby Benjamin Finbar Belt was born Nov. 5, 2004, nearly two weeks late. Parents, baby, and granmary Thelma are doing fine. BBF is beautiful. BBF's late arrival meant that granmary couldn't get to Charleston, and she loved every minute she had w/BBF. I don't blame her. I hope to have one of those someday!

Meanwhile, while Thelma was tending to BBF, the University of Hawaii Manoa, Hamilton Library experienced a terrible flood. Thelma had been through one other flood — Hollins College Library in Nov. 1985 when they lost 40,000 books, equipment and other materials. It took two years for that recovery. The UH flood was apparently far worse. The Collection Services Division departments housed on the ground floor were destroyed. Thelma's office was one of the first places the water entered, so her office is completely gone. (and some of us are whining about cubicles). There were at least 40 displaced staff without computers, desks, chairs, etc. with makeshift workspace. Thelma says she has two major regrets. She had begun work on four books of primary source materials related to a festival of music, the arts, and film which took place in Honolulu in 1957-1973. This was to have been Thelma's five-year project for retirement. The second regret was the loss of two trays of cassette tapes covering more than 20 years of two piano performances Thelma gave with a wonderful partner. They played at colleges and universities in Virginia. Sadly, Thelma had brought them to her office to review them before converting them to CDs. Still, life goes on. The Library is moving forward and so is Thelma. Aloha and goodspeed, Thelma. And don't forget about us when you're visiting BBF! http://libweb.hawaii.edu/atl/...

Adam’s Smile Zone — http://www.smilezone.com/blogs/. “Everything you wanted to know about...” includes a section called “Blogging Basics: What Is a Blog and Why Should I Care?” This page lists several attempts at describing blogging, but goes on to suggest that “no one can be told what blogging is. You have to ‘see it for yourself.’” Reasons for starting a blog are convincing: Sharing Knowledge, Connecting and Collaborating with Others, Providing a Creative Outlet for Yourself, and Improving Your Business-Related Communications. (Of course, one cannot resist asking the question, at the risk of rampan! Luddite-ism, “Whatever did we do before all this technology?”) Worthwhile site for first-time blog exploration.

100+ Stories on Blogging — http://lisnews.com/blogging_stories.html. Although no longer active, this site features a long list of links to blog press and prose. Site hangs off the Library and Information Science News (http://lisnews.com/) Website. Of note among the dozens of links are: “Indecent Exposures and Passions on the Web,” from Computer Bits (http://www.computerbits.com/archive/2002/02/03/blogs.html), with the caveat (which some might quibble with) that “Whatever a blog is, it’s not simply an online journal or diary or list of links, although some bear more than a passing resemblance.” “Bilogonics: Making a Living from Blogging,” from PressFlex (http://www.pressflex.com/news/fullstory.php?sid=54/Bilogonics:-making-a-living-from-blogging.html), which explores services, predictions, and off-track betting on the future of blogs and their impact on “old media” and potential for becoming cash cows for savvy online business entrepreneurs.

Weblogs Compendium — http://www.lightstrust.com/weblogs/ index.html. A good place to start to find out about the world of blogging, with information on tools, directories, definitions, and online discussions; the technology of blogging, such as information RSS technology, and other resources. The “Definitions” link includes articles that attempt to describe the purpose, impact, and functioning of blogs. Check out Jorn Barger’s 1999 “Weblog resources FAQ” (http://www.robotwisdom.com/weblogs/index.html), or Dave Winer’s introduction to blogs, “What Are Weblogs?” (http://www.userland.com/whatareweblogs). Oh, interested in creating your own blog? Want the cheapie free version (perfectly adequate) or looking for something with all kinds of bells and whistles—interactive, tracking, mp3, files, photos, and animation? Check out the Compendium’s blog hosting list (http://www.lightstrust.com/weblogs/hosting.php).

The Blogging Glossary — http://www.sanizdata.net/blog/glossary.html. This site is a compilation of terms coined by various seasoned bloggers, which the Blogging Glossary Editor-Gods have deemed worthy presenting to the rest of us plebs. Did you know, for example, that a blog is “A Web log written by lawyers and/or concerned primarily with legal affairs,” or that a fisk is “To deconstruct an article on a point by point basis in a highly critical manner. Derived from the name of journalist Robert Fisk, a frequent target of such critical articles in the blogosphere (q.v.).” Admittedly not an exhaustive resource, the Editor-Gods also confess that many of the terms defined, though in use, are often whimsical. All the better to blog with, my dears!

The Weblog Review (TWR) — http://www.theweblogreview.com/. Brent Todd wanted to find a way to help folks who are interested in blogs but are tired of reading the many really bad blogs out there. So, after a process of trial and error, as with most useful things, he developed TWR, where volunteers preview and review the good, the bad, and the just plain dumb-ugly. Blogs have weird names, some of which are descriptive: “A Constant Stream of Useless Information,” (http://rootert.blogspot.com/) which says, TWR lives up to its name, despite a clean design and too-cute bubble-bath-a-deux photo; and others, such as “eternal autumn” (http://www.eternalautumn.net/ main.html), which, while not readily clear what the blog is about, nevertheless features nice graphics and probably more than you ever wanted to know about the blogger—but, wait, isn’t that the point?

Other Interesting, Random Blogs

The Doc Searls Weblog — http://doc.weblogs.com/. Called “one of the deep thinkers in the blog movement” by J.D. Lasica (see OJR: Online Journalism Review above), Doc Searls is a writer and speaker on the interfaces of business and technology. Senior editor for Linux Journal and co-author of The Chetwin Manifesto: The End of Business as Usual, this chockablock blog touches upon everything you ever wanted to know about developments in Web technology.

Instapundit — http://www.instapundit.com/. Written by the prolific and self-confessed “compulsive writer” Glenn Reynolds, University of Tennessee Law professor. Reynolds himself admits, in his FAQ page (http://www.instapundit.com/faq/ archives/001220.html), that “...there’s very little independent factual reporting on Instapundit...”. In fact, he describes his concept of this enormously popular blog pretty well, “Think of Instapundit as being like a card catalog in a library—it steers you to other things, mostly, and the fact that something is in the card catalog doesn’t make it true.” He also cautions readers to take the posts as a starting point for their own research if the topic interests them. Reynolds makes no claim to posting the truth, but he will correct factual errors if notified. One of the better-known and most popular information blogs, its popularity spread by word of mouth. Readers blogged or emailed other readers, and finally the “Best of” blog collectors, such as Blogspotting (http://www.groups.msn.com/ Blogspotting/bestofblogs.msnw).

Living in Europe — http://www.livingineurope.net. Get the skinny on what it’s like to...live in Europe...! Part of an evolving network called Living on the Planet (http://www.livingontheplanet.com/), this blog site uses the vastly popular RSS syndication feeds (a system for sharing content on blogs and other frequently updated Web content). Content on Living in Europe is determined by the various contributors—the mission is to provide varied, original, creative, useful, and by its very nature as a blogsite, frequently updated information to curious readers. Whether it’s business and technology, art and culture, or more personal blogs on travel and photo collections, Europhilics can get insight into what it’s like to live across the pond.

Other, similar blogsites are Living in Australia (http://www.livinginaustralia.net/), Living in China (http://www.livinginchina.com/), Living in Latin America (http://www.livinginalatinamerica.com/), and Living in India (http://www.livinginindia.com/).

Bon Desktop Voyage!

Snail (or Snail’s Trail) — http://www.zip.com.au/~vsnail/. This Sydney librarian mines library and information knowledge links with tantalizingly sparing detail — a minimalist blog with a treasure-trove of links to blogging, science-fiction-fantasy, social commentary, meme research, dirted pop TV shows from the 1970s, and other fancy-tickling gems collected from October 2002 and ongoing.

kotke.org: undesign — http://www.kotke.org/index.html — Jason Kotke’s blog page. kotke.org, was launched in March 1998, to give this Web designer a forum to discuss just about anything, but particularly, Web technology, media, network science, and rick/mix burn culture, uh, whatever that is. Also a type designer, in 1999, Jason created the Silkscreen typeface (http://www.kotke.org/plus/type/ silkscreen/index.html), “...a small font perfect for Web graphics” and virtually gave it to the world, where it has been used by the likes of Adobe, Volvo, Britney Spears, and MTV for Web projects. By the time you read Kotke’s April 4, 2004, post on Google (http://www.kotke.org/04/04/google-operating-system), it will be old news—another thing old blog posts and newspapers have in common, but with less clutter in the garage and at the recycling plant—but it makes for fascinating reading about this Web info powerhouse.

Happy Blogging! 🍀
Whither the Book? from page 20

spent on electronic materials, increasing from 3.6% in 1992-93 to 25% in 2002-03. Why have we all done this? There's more going on than the simple sciences versus the humanities and there's more at stake.

Bob Nardini believes the situation has been deteriorating for so long that "it's hard to sustain a sense of alarm: serials are pushing through the ceiling; monographs are crawling across the carpet, like annoying rug rats the grownups have learned to step over and ignore." He goes on to say:

No one today sets out in an academic library, as ambitious librarians used to, to make his/her career by being a good "bookman," once a term of praise, but now a word that seems not only sexist but also antiques. Those librarians who do remain centered on books often seem marginalized, in fact, even peculiar. Why aren't they online? What about information literacy? What about the digital collection? So much else to do. Don't they know that hardly anyone uses books today? New books are far less featured than they used to be in libraries, and far less visible.

Library Websites used to be the norm elsewhere. New buildings are more likely to showcase the Learning Lab than the book stacks. In BI sessions, it's all about Serials.

But, as Bob points out, "Books still remain the focal point of some professional meetings in many academic fields. Books are still the way to get tenure in the humanities. Books still line the walls of many faculty offices." In short, books are still the "gold standard" in many fields of endeavor, especially in the Humanities (and some Social Sciences).

Stephen Rhind-Tutt feels that "many serial electronic publications are intended to give quick, capsule, short attention span answers rather than facilitating in-depth study." In making research "convenient" for the user, we may have thrown the baby out with the bath water. Like "pumping iron" in the gym requires perspiration to tone muscles, perhaps the brain requires more extensive exercise than counting serials retrieved by Web servers (my bibliography is bigger than yours!)

Lest you think that Stephen is antilibrarians, pay close attention to the following argument and you will see that he hasn't thrown out the "serial baby," but is actually a proponent of the "evolved monograph" in order to "balance" present scholarship. He defines four problems that need to be overcome before the monograph can re-establish its rightful place in the cognitive hierarchy.

First, we must recognize the inherent value of monographs in a journal-obsessed electronic environment. Search engines, interfaces, usage statistics, and business models are heavily oriented to dispense the typical 10-20 pages that constitute an article. Journal databases offer speed of publication, speed of creation and can be consumed quickly, but their brevity and anonymity mitigate against broader understanding of particular topics.

For example: key "Winston Churchill" into a major journal database and you'll get thousands of articles. The vast majority of these publications offer short views or in-depth studies of minutiae. There is no coherence, little context, no attempt to resolve inconsistencies and duplications. Contrast this with John Lukacs' monograph FIVE DAYS IN LONDON, MAY 1940 which examines five days in Churchill's life in depth and you'll see the difference.

Secondly, we must recognize a broader context for the monograph. That context needs to include large, interactive scholarly Websites such as Women and Social Movements in the United States, 1850-2000 where you can discover monographs, like those created and edited by leading historians such Kathlyn Sklar and Tom Dublin. These monographs include a wide range of multi-media materials and associated writing developed specifically to answer monographic questions. Over 150 historians have created some 70 monographs using this model, and more are on the way.

Thirdly, scholarly communication must incorporate these advanced monographs into the canon. Those individuals who decide tenure and who are seen as leaders in their discipline must grant full recognition to native Web publications. Like Moses, even if they can't get there, they should point to the future and validate it with their perspicacity.

And fourthly, and most important, we must evolve a model that makes it profitable to sell one-time content in units costing less than $50. Why is this so key? Because otherwise it will not be economically viable for scholars to publish in that format. "We'll be faced with the status quo—namely lots of "good" Websites that gradually obsolesce. The attributes of the 'new monograph' are several: like its print predecessor, it covers exhaustively a small area of a field of learning. Like its print predecessor it is the product of many months and even years of research. But here the similarities stop. Unlike the old monograph it can be read quickly or slowly, as the reader chooses. Unlike the old monograph, it is tightly integrated with existing scholarship. It can be read atomically, but it can also be read sequentially in a number of different ways. And it's here already—only we're not giving it the attention it deserves."

Myrna McCallister, obviously trained in the classics of literature, recognizes that "books are alive and well and playing an important role in our society BUT that their focus and types of uses have modified and will continue to do so. She is not troubled by the paradigm shift, but recognizes that "change in usage is one that is natural and not to be decried, that it is just a part of the evolution that all forms of information have undergone since the beginning of any form of our information societies."

She reminds us that "we've been collecting various data formats since the days of clay tablets, and we've been doing it pretty well. That's another way of saying that libraries are in it for the long haul and we can't afford to be entirely dependent on monographs anymore than we could on handwritten codices or oral epics of the ancients." She argues that libraries did not create the present scholarly model, largely driven by the commodification of STM (and Legal) publications, but that "scholarly communication, like communication and society in general, is becoming more and more market driven or capitalistic in nature."

That doesn't seem all bad to Mary Sauer-Games who feels that the present situation has made it possible for a significant increase in the number of monographs, particularly historic ones, available to research scholars, as well as undergraduates. Prior to this electronic databases of extensive holdings of rare and difficult to locate monographs, she says that, "undergraduates would not have had the opportunity to use these works in their study. They could not have had access to these rare books which were held in only a few libraries worldwide and they certainly would not have been "naturally" inclined to use the microfilm.

By providing undergraduates with the opportunity to conduct graduate-level research, she argues that the humanities are expanded beyond previous boundaries, as well as the teaching in these areas of coverage. Electronic access to historic monographs is thriving and offers access to more scholars than ever before. Availability of those monographs in electronic format makes the content easier to search and finding new relationships between and within works is what makes new and innovative scholarship and teaching in the humanities and social sciences possible.

We need to find some way to incorporate usage of this content into our equations. These new digital expenditures provide some factor for the increase in use of this material that we never would have achieved with the print format. With different measurement tools in place (rather than the print-oriented ones favored by ARL), we might find that despite having fewer funds to spend on monograph materials in the humanities, we still have maintained a very high use and level of scholarship. Maybe we will find that the glass is half full and not half empty.

One of the realizations of this Charleston Conversation (because of the input of the attendees, which is a staple of this annual confabulation) is that at this particular juncture of scholarly communication, where many scientific electronic articles are rich, money-makers for publishers, the monograph, especially the "print monograph," is continued on page 24

Rumors from page 14

Listen up! This comes from NEAIS News which provides a link to UCLA News (December 14, 2004) "Physicist Applies Physics to Best-Selling Books." Didier Sornette, a UCLA physicist and complex systems theorist, reports in Physical Review Letters November 26, on an analysis of 138 best-selling books. The research looks at how the flow of a book's sales decreases over time. Sornette notes that under the "surf the wave" model, books would stop selling while the "long tail" book model suggests that "there is a subject to a great many books that are on their way to being "true" classics."

Sorrette! I think we need to have a paper on this at the next Charleston Conference, don't you? http://newsroom.ucla.edu/page.aspx?RefNum=5666

It was great to catch a glimpse of the bubbling with energy Sandy Brown <SLBJK1@umail.com> (the Book House) at the Charleston Conference this year. Sandy's small press is down for the count; the distributor went belly up, costs of help were too costly so the press is laying low. But she is still hard at work at the Book House filling our orders.

Well, looks like we're out of space, so that's all for now. Happy reading and see you in Boston.