If Rumors Were Horses

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Beyond Boundaries: Knowledge Innovation and Generation

by Karen Christensen (CEO, Berkshire Publishing Group, 314 Main Street, Great Barrington, MA 01230; Phone: 413-528-0206) <karen@berkshirepublishing.com> Weblog: www.berkshirepublishing.com/blog/

While gathering the articles for this issue on innovation, I’ve met with environmental leaders in Beijing, talked to an African trader in Guangzhou, had lengthy arguments about free and paid content with colleagues in San Francisco and New York, and got to know a number of China policy experts in Washington, DC. I’m writing now from London, where I attended the World Congress of History Producers and London Information Online. This global kaleidoscope of topics and media is reflected in the contributions you see here.

While Berkshire Publishing Group, the company I founded with anthropologist David Levinson, is known for creating reference publications, we have long described ourselves as a “knowledge and technology” company because our interest is in finding fresh ways to make massive amounts of knowledge accessible. When Katina Strauch gave me the opportunity to develop an issue of Against the Grain, I asked to focus not on reference publishing but on innovation — in journals, academic and trade books, as well as in the world of encyclopedias and online publications.

Our professional world is continually changing, evolving, and perhaps even morphing into something quite different, and each of us is being asked to manage more information and come up with fresh solutions to new challenges. The articles here have a practical edge, presenting the views and recommendations of leaders who have been in the trenches in publishing, scholarship, and library service.

You’ll find new voices, people who haven’t written for Against the Grain before. I met Howard Burrows — virtually, that is — when we were both asked to serve on the advisory board of Larry Sanger’s Digital Universe Project. Larry was the co-founder of Wikipedia and has an interest in ensuring that experts have a voice in content creation online, but he believes that this has to be free, supported by advertising or donations. Howard, a scientist in New Hampshire, replied to a blog comment I made about the idea that information should always be free, and I was struck by his analysis of the economics of knowledge creation. He’s developed this more fully in “A Healthy Knowledge Economy,” and I know continued on page 16

If Rumors Were Horses

Many exciting things have happened in our world this month. It’s hard to keep them straight much less remember them all. Let’s see. Some of the Rumors are really long but the information is important. Sorry if you think they’re too long, but Happy New Year anyway!

Cambridge Information Group (CIG) has entered into an agreement to acquire ProQuest Information and Learning, a segment of ProQuest Company (NYSE: PQE), for approximately $222 million. Under the agreement, CIG will combine its Bethesda, Maryland-based CSA subsidiary with Ann Arbor, Mich.-based ProQuest Information and Learning to create a new, privately held independent company. The new company plans to continue operations in both locations. As we all know, both CSA and ProQuest offer libraries and their users access to high-quality electronic resources which serve a combined customer base of more than 25,000 library customers. CSA’s products include CSA Illumina, the platform from which more than 100 scholarly databases in the natural sciences, social sciences, arts and humanities and technology fields are made accessible; Ulrich’s Serials Analysis System, a tool for library professionals to identify, analyze, evaluate and create reports about the library’s print and electronic serials holdings; and the recently launched CSA Illustrata, which permits searching and retrieval of charts, graphs, illustrations and their captions within articles and documents. ProQuest provides global access to one of the largest online content repositories in the world. It is best known for its extensive collection of business, economics, general reference, genealogy, humanities, social sciences, scientific, technical...
From Your (energized) Editor:

It’s always wonderful to take a break from the routine of your life. And that’s what I have been doing. Had a houseful of company for the holidays and spent a lot of time cooking and cleaning and sightseeing and shopping. It was even cold (60s) in Charleston and we felt like it was “winter.” Even went to New York with my daughter on a brief visit. You talk about an energized city.

Meanwhile, back at the ATG ranch, we (my right-hand helper, Toni Nix really) were struggling with new software which is supposed to make ATG “easier” to produce (and may help to put it online?). Come again? It has been far too easy so far! In fact, every single character has had to be rekeyed and reformatted. So, if you see anything amiss, please let us know. Anyway, this issue is very late but it will make Midwinter!

The wonderful Karen Christensen has collected some very interesting articles on a variety of innovative topics. She has titled this issue Beyond Boundaries: Knowledge Innovation and Generation. Howard Burrows writes about the healthy information economy. David Levinson talks about the benefits of interdisciplinary publishing. David Pollard explores new roles for librarians. Karen herself talks about the rise of social media. Eric Calathea explores the intersection of print and electronic media in his discussion of Reference Universe, and Tim Coates talks about the future of UK libraries.

Finally, Dave Tyckoson tells us that innovation in libraries is not a new occurrence. Our Op Ed this issue is by the intrepid Rick Anderson on the “value of everything and the price of nothing.” Himann, Cathy Moore-Jansen, John H. Williams, and Mary Walker dissect Funds and Accounting Trees.

We have several mentions about the 2006 Charleston Conference, from Tony Ferguson, Bob Nardini, Greg Tananbaum, and John Riley. John Cox joins us as a regular columnist with his “As I See It” and we are honored to have an international dateline from our correspondent in Russia, Fred Lynden. Our interviews are with Richard Charkin and Hazel Woodward. And we can’t leave out Ned Kraft who gets a belly laugh out of me every time and also in this issue Margaret Landesman has an incredibly clever fable called “Article and Book Meet the Google.” And that’s just the tip of the iceberg. Talk about getting energized! It’s exciting what’s happening in our world.

May 2007 bring you all that you ever wished for!

Love, Yr. Ed. ♀

Letters to the Editor:

Send letters to <astreach@comcast.net>, phone or fax 843-723-3536, or snail 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:

Many thanks for sending the article (eBook Rollout, v.18#5, November 2006). We really like Against the Grain. Keep up the good work.

Thanks again,

Jessica Gwendolyn Blower

Editor’s Note: Cris Ferguson’s eBook Rollout insert in the November ATG has been a huge hit. We have gotten many, many requests for it. Thanks to Cris for her diligent work on this project. And it is Cris’s plan to update the eBook rollout as necessary. We are trying to get a format on the ATG Website that we can work with. Stay tuned www.against-the-grain.com.

And, just so you don’t think we screwed up (not us, never!), no affiliation is given for Jessica by request. — Yr. Ed. ♀

Against the Grain Deadlines

VOLUME 19 — 2007-2008

2007 Events Issue Ad Reservation Camera-Ready

Annual Report, ACRL February 2007 12/20/06 01/10/07

MLA, SLA, Book Expo April 2007 02/21/07 03/07/07

ALA Annual June 2007 04/25/07 05/09/07

Reference Publishing September 2007 07/25/07 08/08/07

Charleston Conference November 2007 09/19/07 10/03/07

ALA Midwinter Dec. 07/Jan. 08 11/21/07 12/05/07

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and medical content. ProQuest’s product lines include Chadwyck-Healey®, a collection of more than 40 extensive reference resources of the world’s literature; UMI® microform vault, the largest commercially available microform collection in the world; ProQuest Digital Dissertations; Serials Solutions; and ProQuest Historical Newspapers, an archive of 14 million pages dating as far back as 1764 which includes The New York Times, The Wall Street Journal, The Washington Post, The Christian Science Monitor, The Los Angeles Times, The Chicago Tribune, The Atlanta Constitution, The Boston Globe and The Hartford Courant. Andrew M. Snyder is president of CIG. After the transaction closes, Martin Kahn will serve as CEO of the new company. He will relocate to Ann Arbor, Mich.

A seasoned information industry executive, Kahn is the former chairman of business and financial information aggregator OneSource Information Services, Inc. He also served as chairman of Ovid Technologies, Inc., an aggregator of medical and scientific databases and fulltext journal articles and as president of BRS Information Technologies, Inc. Kahn earned an MBA from Harvard Business School and a BA from Yale. Kahn said, “I am thrilled to have the opportunity to lead this exciting new company. Both companies have for many years dedicated themselves to serving the needs of librarians, scholars, and students. We are committed to building on those traditions to create a great company for many years to come.” Matt Dunie, currently president of CSA, will serve as president of the new company. Dunie commented, “The ProQuest Information and Learning and CSA products are complementary. We believe that both companies share many values especially a focus on the needs of end users and that the new company has a promising future.” David Skipp Prichard, currently president of ProQuest Information and Learning, will be an active contributor to the transition process. After the transition is successfully underway, he plans to pursue new career opportunities consistent with his interests and leadership experience.

Cambridge Information Group (CIG) is a privately owned group of information services companies and educational institutions located around the world. CIG’s operating companies include: CSA, R.R. Bowker, ReWorlds and the Sotheby’s Institute of Art. CIG is also the largest shareholder of Navtech, Inc. (NADDAQ:NAHV.OB).

www.csa.com
www.alt.proquest.com

And, not to be left out in the end-of-the-year acquisition/merger frenzy, Francisco Partners, one of the largest technology-focused private equity funds, has entered into a definitive agreement with Elsevier for the acquisition of 100% of the shares of Endeavor Information Systems, Inc., an Elsevier company. Endeavor will be merged with Ex Libris, which was acquired by Francisco Partners earlier this year. The combined

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<http://www.against-the-grain.com>
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entity will retain the Ex Libris Group name and be headed by Matti Shem Tov, president and chief executive officer of Ex Libris. The acquisition of Endeavor will establish the new Ex Libris Group which will continue the development and support of flagship integrated library systems from both companies, Ex Libris ALEPH® 500 and Endeavor’s Voyager®. New versions of both systems will be released as planned in 2007. Together, the Ex Libris and Endeavor customer communities include nine of the top ten universities in the world and 39 of the top 50, according to Newsweek International Edition (The Top 100 Global Universities http://www.msnbc.msn. com/id/14322120/site/newsweek/). “The decision to seek a new owner for Endeavor Business was made after we carefully considered the rapid pace of change in the library software and services marketplace,” said Herman van Campenhout, CEO, Elsevier Science & Technology. “Based on that review, we concluded that Endeavor, its employees, and its customers will greatly benefit from becoming part of a company, such as Ex Libris, that is solely focused on leading the library software market.” Andrew Gray is a principal with Francisco Partners, and Endeavor CEO is Roland Dietz. www.franciscopartners.com/ www.elsevier.com www.exlibrisgroup.com www.endinfosys.com/

And you will recall that on the first of November, Francisco Partners, completed the acquisition of the entire Ex Libris Group Holdings... www.franciscopartners.com

Whee! Another big one — Wiley has entered into a definitive agreement to acquire the outstanding shares of Blackwell Publishing (Holdings) Ltd. The purchase price of £572 million will be financed with a combination of debt and cash. The transaction will be implemented through a U.K. Scheme of Arrangement. Wiley has received irrevocable commitments from the principal shareholders of Blackwell Publishing to sell their shares to Wiley. The companies anticipate that the transaction will close early in 2007. Based in Oxford, Blackwell Publishing’s revenue in 2005 was approximately £210 million, or $380 million, which is about the same as Wiley’s global Scientific, Technical and Medical (STM) business. Blackwell’s publishing programs include journals, books and online content in the sciences, technology, medicine, the social sciences and humanities. Blackwell Ltd., the book library service and retailing business, is a separate entity and is not part of the acquisition. “The combination of Blackwell Publishing and Wiley, two of the world’s most respected global publishers, is a rare opportunity with highly favorable, long-term strategic implications,” said William J. Pesce, Wiley’s President & Chief Executive Officer. “We look forward, with genuine enthusiasm, to collaborating with our new colleagues at Blackwell Publishing. Together, we will deliver even greater value than we could as separate entities to all stakeholders — our customers, authors, society partners and shareholders. The combined business will publish approximately 1,250 scholarly peer-reviewed journals and an extensive collection of books with global appeal. This deep reservoir of must-have content will be delivered to customers in print and electronically, advancing our goal of providing more access to more content to more people than ever before in the history of the two companies.” Rene Olivier, CEO of Blackwell Publishing (Holdings) Ltd., added, “Combining Blackwell and Wiley, with our complementary strengths, presents a unique opportunity to create a global publishing business with deep strength in every major academic and professional field. Furthermore, there is outstanding cultural compatibility between our two firms that will not only smooth a successful transition to a single business, but also provide a platform for enhanced capabilities for the publishing partners and customers of the combined companies.” Nigel Blackwell, Chairman of Blackwell Publishing (Holdings) Ltd., said, “Wiley and Blackwell are two great firms sharing the same cultural values, and in particular, a common publishing ethic. Marrying them together makes perfect sense both commercially and for the benefit of the global academic and professional community.” Blackwell Publishing was formed in 2000 as a result of the merger of Blackwell Science (founded in 1939) and Blackwell Publishers (founded in 1922). Blackwell Publishing was advised by JP Morgan CAZNOVE in relation to this transaction. Founded in 1807, John Wiley & Sons, Inc. provides must-have content and services to customers worldwide. Wiley’s core businesses include scientific, technical, and medical journals, encyclopedias, books, and online products and services; professional and consumer books and subscription services; and educational materials for undergraduate and graduate students and lifelong learners. Wiley has publishing, marketing, and distribution centers in the U.S., Canada, Europe, Asia, and Australia. Wiley’s European operations are based in Chichester, U.K. The Company is listed on the New York Stock Exchange under the symbols JWA and JWb. www.wiley.com.

Can you believe it — the news of Wiley and Blackwell Publishing! I know if Papa Lyman were alive he would have seen it coming. Why else would his long-time friend and cohort, John Chambers, have jumped ship from Wiley to Blackwell Publishing! Okay, Lyman, don’t laugh too loud up there!

And from down here at liblicense an Important Message to All Wiley InterScience Customers — Following the Friday, November 17th, announcement of the planned acquisition of Blackwell by Wiley and the merger of Blackwell with Wiley’s STM division, Blackwell and Wiley wish to assure their journal customers that this will have no effect on their 2007 orders. 2007 subscription prices will remain as announced and published in their respective price lists. Pricing for licensing online access to journals for 2007 is also unaffected. Wiley licenses will not include Blackwell journals and vice versa. All orders and inquiries should be sent to your usual contacts at each publisher.

And the following also appeared on liblicense and ARL-Announce — John Wiley and Sons recently announced its plans to acquire Blackwell Publishing, a publisher of scientific, technical, and medical (STM) journals, for a price of $1.08 billion. This increase in concentration in an already concentrated market is cause for substantial concern on the part of the library community. The combined company will control more than 1,200 titles, many of them socially scholarly journals. The Information Access Alliance (IAA), representing the Association of Research Libraries (ARL), the American Library Association, the Association for College and Research Libraries, the American Association of Law Libraries, the Medical Library Association, SPARC, and the Special Library Association, wrote to the US Department of Justice on November 29 asking that they act to issue a second request for information from the two companies and review the market and the merger. The IAA letter to the Department of Justice is available on the Web at http://informationaccess.org/wiley.blackwell.pdf. The IAA is deeply concerned that this transaction will exacerbate market dysfunctions and result in further reduction in access to critical research information that fuels the entire higher education and research enterprise. Both John Wiley and Sons and Blackwell Publishing currently use bundled pricing models; a recent study by ARL gathered data from 27 academic libraries documenting that bundling practices reduce customer choice, hurt small publishers, and create barriers to entry (see http://www.arl.org/newsrl/245/handle.html). Information on publisher mergers and related antitrust issues is available on the Information Access Alliance Website http://www.informationaccess.org/.

I tell you. Isn’t it an exciting time to be in this industry? I think that Arnold Schwarzenegger picked the wrong second profession.

More from liblicense. Another acquisition has taken place, albeit on a much smaller scale. Grey House Publishing acquired the Toronto based, Micromedia Directory division of ProQuest. This group produces the Canadian Almanac, the Canadian Library and Association Directories, and several other products. The entire product line makes up the CIRC online data platform. Dick Gottlieb <dgh@greyhouse.com> of Grey House says, “It’s our intent to maintain and grow this company with new Canadian product, while providing a mechanism for marketing appropriate Grey House titles up north. Sales and Editorial activities will be maintained in Toronto at the 20 Victoria St. location.”

I told you there was still more! Keep reading! In a deal with Brill, Walter de Gruyter has with immediate effect bought the entire Mathematics list consisting of six journals continued on page 10
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and approximately 150 individual book titles. All publications appear under the imprint of VSP and will be added to de Gruyter’s existing list of Mathematics titles, which also includes the prestigious Journal für die reine und angewandte Mathematik (“CRELLE’S JOURNAL”). Matthias Wahls, is Business Development Manager of Brill. Wolfgang Boettner is Publishing Director, Medicine and Sciences of Walter de Gruyter. For more than 250 years, the independent scientific publishing house Walter de Gruyter GmbH & Co. KG, Berlin & New York, has published titles ranging from the humanities, medicine, and biosciences to law. De Gruyter publishes more than 500 new titles every year, half of them in English, approximately 92 journals, and a variety of digital products. In 2006, Walter de Gruyter GmbH & Co. KG acquired K. G. Saur and Max Niemeyer, creating one of the largest publishing houses in Continental Europe. Founded in 1683 in Leiden, the Netherlands, Brill is an international academic publisher in the fields of Ancient Near East and Egypt; Middle East and Islamic Studies; Asian Studies (Hotelier imprint); Classical Studies; Medieval and Early Modern Studies; Biblical and Religious Studies; Social Sciences; Biology; Science (VSP imprint); Human Rights and Public International Law (Martinus Nijhoff imprint). With offices in Leiden and Boston (MA), Brill publishes more than 100 journals and around 500 new books and reference works each year. In addition, Brill is a major provider of primary source materials online and on microform for researchers in the humanities and social sciences through its imprint IDC Publishers. In principle all publications are available in print or microform, as well as in electronic form. Customers are academic and research institutions, libraries, and scholars. Brill is a publicly-traded company and listed on Euronext Amsterdam NV.

www.brill.nl
www.degruyter.com

Whew again! And there’s still more! A couple of great people have moved their allegiances. First, the awesome and wonderful Tommy Smith (what will we do without him?) has left EBSCO Publishing effective November 17, 2006. Tommy has accepted a position with Elsevier. He says that he will no longer be calling on libraries. His focus will be working to license content to corporations through Elsevier’s Health Sciences Division. Tommy says in the meantime, we should continue to work with the fantastic Lainie Brown and, for EBSCOhost product information, proposals, and trials through the wonderful Steve O’Dell. Still, we will miss Tommy and wish him much success in his new position!

And another Elsevier inductee — the fabulous Mike Tuckerman (once of Thomson/ISI). Great again!

And speaking of Elsevier, the energetic Kirsten Steele <kirsten.steele@citiadel.edu> and a bunch of us had a delightful evening in Charleston with the perfectly charming (all of them) Runeda Mira <mira@elsevier.com>, Eugene Quigley <e.quigley@elsevier.com> and Bruce Cary <b.cary@elsevier.com>. Much fun was had by all!

And, guess what, our keynote speaker at the 27th Charleston Conference will be Andrea Wiley of guess where? More news coming up!

The 26th Charleston Conference is over. But of course we are gearing up for the 27th! Can you believe it? At the last Conference, the atmosphere was wonderful, and fortune-teller-like, Ann Okerson <ann.okerson@yale.edu> suggested the theme for 2007 of Penguins, Hedgehogs, Sorts of like Scissors, Paper, Rock, or Rocky and Bullwinkle. Or Mutt and Jeff? Pretty cool! Please send us ideas for the 27th Charleston Conference. We will like them. I promise! http://www.katina.info/conference/

We greatly missed the incredible Jack Montgomery <jack.montgomery@wku.edu> at the 2006 Conference. This was the first Charleston Conference that Jack has missed since he started coming in the nineteen eighties. As some of you may know, Jack’s wife Lesley has not been well and he just couldn’t leave her. Thankfully, Jack’s co-presenters, Roxanne Spencer and Elizabeth Knight carried on without him. But we really missed Jack’s charming encore-ing! Next year, Jack! And be sure and bring Lesley!

And, speaking of Jack, another awesome colleague who all of us know and love, Bryan Carson <bryan.carson@wku.edu> has published his book — THE LAW OF LIBRARIES AND ARCHIVES (Scarecrow Press). Bryan says that many of the ideas started their lives in Against the Grain as part of his Legally Speaking column. I have ordered my copy. Have you?

Jen from MarketData called me the other day about an interesting database. But the most interesting thing I learned was about Jen and how she used to work with the fabulous Sid Epstein (of Pat Schuman fame). What a small world we work in!

The incredible Heather Miller <hmillerd@uvm.edu> and her handsome husband Norman took some pictures at the 26th Charleston Conference. They will be loaded (soon I hope) on the Conference Website — www.katina.info/conference.

Also to be loaded are pictures which the Johnny-on-the-spot Tom Mulak <tmulak@liberthub.com> of Mary Ann Liebert Publishing, Inc., took at the Conference. Tom is a professional photographer and you can tell for sure.

Sorry that we had bad weather on the Tuesday before the Conference started. It was fun moving things in and out and trying to get some meetings in order. Charleston definitely floods when it rains the way it did that day. Oops! But I don’t know what we would have done without the help of John Perry Smith <jps@totalinformation.com> who moved bags, boxes, and anything else.

And speaking of a neat guy — did you see continued on page 12

<http://www.against-the-grain.com>
Much fun was had by all. Be sure and look for our interview with JoAnne in an upcoming issue. She is a real innovator.

Albert Henderson <chessNIC@compuverse.com> sends word of recent posts on the STS-L (ACRL Science and Technology Section Discussion List) by Iowa State librarians. The post is about quality problems with Google Books and Google Patents. Gene Waddell <waddelle@cofe.id> has also found similar problems with Google Books. Talking specifically about Google Patents, the librarians (Steve McMinn & Lorrie Peltz of Iowa State University) “encourage use of a resource for some purposes, but also emphasize that comprehensive searches are best done by other methods.”

lists.al.org/wws/info/sts-l
Archives: lists.al.org/wws/arc/sts-l

Speaking of which, the latest LIS-news (1-4-07) has this tidbit: Librarian: One of Best Careers for 2007. Maybe we shouldn’t retire yet! I’m sure not! lisnews.org/article.php?id=07/01/03/1359221 filipino.librarian.blogspot.com/ www.usnews.com/usnews/biztech/articles/061218/18career intro.htm filipino.librarian.blogspot.com/2007/01/librarian-one-of-best-careers-for-2007.html

IXIASOF, an XML content management market leader has announced that Isslon® Systems, a leader in clustered storage, has chosen the IXIASOF DITA CMS Framework to support and streamline their DITA-based documentation process. IXIASOF’s DITA CMS Framework was selected for its native DITA support, complete feature set and flexible approach to deliver a solution that fits with their existing processes. The IXIASOF DITA CMS Framework is a robust technical documentation management solution designed specifically to manage DITA content. Based on TEXTML Server, IXIASOF’s native XML repository, the DITA CMS Framework fully leverages the XML structure of all content, including DITA topics, maps and images — stored and managed by the application. Features include: a fully integrated XML editor (in this case, XMetal was selected for its user-friendliness and DITA support), a WYSIWYG map editor, advanced searching, workflow support, version control, link management, binary file manipulation and multi-format publishing capabilities.

www.ixiasof.com

Version 66 of the useful and exhaustive Scholarly Electronic Publishing Bibliography is now available. This selective bibliography presents over 2,830 articles, books, and other printed and electronic sources that are useful in understanding scholarly electronic publishing efforts on the Internet. The SEPB URL has changed: http://sepb.digital-scholar.org or http://www.digital-scholarship.org/sepb/sepb.html. There is a mirror site at: http://www.digital-scholarship.com/sepb/sepb.html.

The energetic Kim Steine <ksteine@dukepress.edu> sends word that Duke University Press has announced its support of the International Network for the Availability of Scientific Publications’ (INASP) Programme for the Enhancement of Research Information (PERI), an initiative dedicated to increasing access to knowledge in the developing world. Beginning in 2007, all Duke University Press journals content will be made available online at heavily subsidized rates to selected institutions in the developing world that meet INASP qualifications for participation. An international nonprofit development charity with programs dedicated to capacity building in the research sector of developing and transitional countries, INASP has been establishing access to information and providing support and training to the developing world since 1999. One of its many programs, PERI supports research by facilitating access to global information and supporting publication of in-country research findings. It also provides information skills training for researchers, practitioners, librarians, and publishers. Duke University Press publishes approximately 100 books annually and more than 30 periodicals in a wide range of disciplines within the humanities and sciences. The press also offers the e-Duke Scholarly Collection, a set of 29 humanities and social science journals hosted online by HighWire Press. www.dukeupress.edu/library.

And, speaking of energy, this issue of ATG is guest-edited by the bam-zowie Karen Christensen <karen@berkshirepublishing.com> who has collected some incredible papers to help us put the changes in our world in perspective for the future. Thanks to Karen for her hard work on this issue in the middle of travels and vacations for everyone!

Was recently talking to the appealing Evelyn Fazio <emfazio@earthlink.net> — remember Evelyn? We interviewed her when she was at M.E. Sharpe (see ATG, v.12#4, Sept. 2000). Evelyn is now a literary agent in New York! She says she may be at ALA in Washington in June. I’m looking forward to seeing her.

Speaking of interviews in ATG, remember the one we did way back when (v.7#5, June 1995) with Mary Ann Liebert? Talk about a dynamo. I was riveted by her talk in Charleston. I have forgotten about the Unabomber and also about many of the “dearly departed publishers” that she listed. Her talk from the 2006 Charleston Conference is available at www.katina.info/moodle. Check it out!

Speaking of MAL (above), she recently sent me the following commentary “When Should Information Be Free? ‘Open Access’ Plan in Congress Would Create Another Government Boondoggle” by Dan Gainer. Gainer says this plan won’t work. “... because the new open access system replaces the free market of ideas with patronage.” www.businessandmedia.org/ commentary/2006/06061231150602.aspx

Speaking of open access and the work that publishers do to get articles/information out there — I am “sort of” a publisher (Against the Grain and all that) and I find myself con-

<http://www.against-the-grain.com>
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flicted in this debate. I am both a publisher and a librarian, after all, I like free information but I know firsthand that information is not free to produce or to maintain or to distribute. Whether it is in print or online. You heard it here. Anyway, why am I bringing this up? Because we at ATG headquarters (my spare bedroom) are already working as far out as the November issue of 2007! I just had an email from the fantastic Pam Rebarak <pam.rebarak@wmiich.edu> and her colleague Sheila Bair who are hard at work on the February issue 2007, coming up, on metadata and collections. And that’s just the next issue. This issue isn’t finished yet! Plus we have other issues coming up on the eBook landscape and acceptance and Licensing issues. Plus Margaret Landesman <margaret.landesman@library.uta.edu> (be sure and read her great article, this issue, p.52) is working on an issue regarding public libraries. Your ATG team. Hard at work.

This is from LTNews.org December 29, 2006 — Vassar College Library has done a survey regarding how the library is being utilized by faculty and students and what resources are being used. Though the response rate was not sizeable, it is still an interesting snapshot of student library use. And all of us are interested in that!

library.vassar.edu/about/facts/surveys.pdf

And visiting Vassar College Library’s Website got me thinking about the glorious Betty Oktay and her doubly glorious husband Sevgin. How we missed them this year in Charleston! I guess retirement does that. We miss you, Betty and Sevgin, wherever you are gallivanting around the globe!!

And speaking of retirees and gallivanting, got the most wonderful holiday note from the delightful Tove Rosado, retired from the University of Connecticut several years ago. Alas, I cannot find the note to tell you all the places that Tove has been traveling but I will tell you that she is still reading ATG and says she loves keeping up with all that is happening in our world(s).

Got another delightful note from the incredible Jack Walsdorf <jackjuno@teleport.com>. Actually it was a note plus a wonderfully printed quotation celebrating the joy of reading and the magic of the season from the great English author and leader in the Arts & Crafts movement, William Morris. What a delight. Jack has really been gallivanting from Oaxaca, Mexico (where he just missed the revolution) to Wisconsin (Green Bay, New Holstein, Kiel), to Philadelphia, Delaware, and Omaha Nebraska where both Jack and Neil Shaver, the printer from Iowa, did talks at the opening of an exhibit of the work of the Yellow Barn Press, which is at the University of Nebraska in Omaha. Sounds like the place to be!

What else? Got another note from Jennifer Arnold, the winner of the Rachel K. Schenk Memorial Scholarship in 2006. Jennifer’s wonderful essay will be published in an upcoming issue of ATG. Hope you have a chance to meet Jennifer when she was in Charleston at the Conference in November.

And, speaking of Jack Walsdorf <jackjuno@teleport.com> and the Rachel K. Schenk Scholarship, we have one last year of the scholarship so sharpen your pencils and get to writing!

This holiday besides having a house full of company (son Raymo and daughter-in-law Lindsay), my daughter Ileana and her boyfriend Matthew plus two dogs running all over the house) requiring cooking, cleaning, shopping, and sightseeing, I finally read Simon Winchester’s The Professor and the Madman: A Tale of Murder, Insanity, and The Making of the Oxford English Dictionary. Definitely worth a careful read. Now I have more books added to my list of must-reads.

Another good author who I am hooked on is Sarah Caudwell who has written four charming English mysteries. The mysteries are driven by letter-writing. Remember that? Very charming. Unfortunately, Sarah Caudwell is no longer with us so we have only four captivating mysteries to remember her by. Have any of you discovered her?

The 2006 Charleston Conference got some great press in the November issue of DataLink, newsletter of the Colorado Alliance of Research Libraries. Besides coverage of The Charleston Advisor’s Evaluating Electronic Resources Preconference, DataLink noted that several other Colorado Alliance members made presentations (Yem Fong and Paul Moeller from CU Boulder and Michael Levine-Clark from the University of Denver). DataLink will no longer be published in print form after the November 2006 issue. Beginning in 2007, there will only be an electronic version currently available on the Web at www.coalliance.org.

This came on the ALA Council listserv — An article on Yahoo entitled “Library Takes Novel Approach to Romance” (Wed, Dec 20, 8:18 AM ET, CANBERRA (Reuters) — Seems that the state library of Victoria in Melbourne introduced dating with a literary twist after the idea was raised at a staff party. People must bring a book they either like or don’t like to start the conversation. “It’s speed dating with books. It’s designed to bring book lovers together,” the library’s project manager, Jackie Felstead, told Reuters. The library’s first event was quickly sold out with 52 book lovers taking part, and 13 couples linking up for further dates. More such speed-dating nights have been scheduled in 2007. You read it here. Collection Developers, take note! news.yahoo.com/s/mm/20061220/od_mm/australia_library_de_2

Got the most wonderful letter from Clara Mae Chittum <ruudandem@hotmail.com>, a long-time library friend and acquisitions librarian who worked at MIT, I think it was, way back when. You’ll remember that many years ago Clara Mae got married and moved off to various places in Europe where she worked as a librarian. She and husband Ruud are now living in Biddenham, UK, and traveling everywhere. Sounds like quite a life! Clara Mae says she has finally retired so she can really travel. Ruud works at Unilever on the Ice Cream Category team. He has to take biweekly or weekly trips to Rome! I tell you, some people have all the luck! And Clara Mae’s newsey letter is full of more stuff, so write her to find out more! ruudandem@hotmail.com

Was just reading in the Charleston Post and Courier that Murder, Ink, on Manhattan’s Upper West Side closed its doors on Sunday, December 31. Murder, Ink, which had been in business for 34 years cited rising rents (if you think your rent is bad, imagine $18,000 a month!).

Ingram Industries Inc. has announced its acquisition of Coutts Information Services and its MyLibrary affiliate — heralding Ingram’s entry into the academic library supply business. Coutts is based in the United Kingdom and has offices in the United States, Canada and Holland. The company specializes in book and electronic content supply to academic, government, corporate, public and institutional library shareholders and information sectors. In August, Coutts was awarded a major three-year contract with Stanford University to provide comprehensive approval plans (with an integrated eBook service). Coutts will supply over 50,000 titles to the university annually. Coutts also recently contracted with the University of Toronto to supply electronic content through the MyLibrary platform, in addition to the existing approval plans. John R. Ingram, Vice Chairman of Ingram Industries Inc., welcomed the Coutts team and said the marriage will offer a high level of service and expertise to academic librarians. “This is a market we have never before served directly,” Mr. Jim Chandler, President and CEO of Ingram Book Group, noted the impressive range of services provided by Coutts in North America. “This rounds out our service to academic and professional libraries throughout North America.” The MyLibrary announcement follows Ingram’s recent acquisition of Vital Source Technologies, Inc. of Raleigh, North Carolina. Vital Source is a provider of digital content delivery solutions in education and professional learning environments. James Gray is CEO of Coutts. Coutts will continue operations at its current locations in Canada, the J.S. and Europe. Ingram Industries Inc., based in Nashville, Tennessee, is one of America’s privately held companies. It consists of diversified businesses in distribution, marine transportation, aggregate supply, and digital fulfillment services. Ingram Industries Inc. includes four operating divisions: Ingram Marine Group, Ingram Book Group, Lightning Source Inc. and Ingram Digital Ventures. Coutts is based in Ringwood in the United Kingdom. The company’s services include the supply and full shelf-ready processing and cataloging of print monographs, the provision of standing order and approval plan services along with full seamless ILS integration covering both print and electronic content. Coutts supplies services to over 5,000 customers in more than 100 countries. www.couttsinfo.com/en/news/Ingram.htm

A little birdie told me that Bob Nardini is leaving YBP after many years (is it 21?)

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and going over to Coutts! Hope to have more information shortly!

And, speaking of Charleston regulars, Janet Flowers and her husband are off to
Calgary to visit grand kids for several weeks. I am jealous!

Blackwellian and Oberlin alum Scott A. Smith <Scott.Alan.Smith@Blackwell.com> has
created an endowed fund for the Mudd Library in honor of emeritus professor of
German Sidney Rosenfeld. The fund supports purchase of library materials in German,
including scores.

And we have TONS of meeting reports from the 2006 Charleston Conference thanks
to the thorough and hard-working Ramune Kubilius <r-kubilius@northwestern.edu> and
Heidi Hoerman <hoerman@sc.edu>! The reports will begin running in the February
issue of ATG. Say tuned.

The glib-penned Tom Leonardt spoke glowingly about our old pal, Fred Lyden in
ATG, v.18/4, Sept. 2006). And, guess what, we heard from Fred a few weeks ago! He sent
us a meeting report all the way from Russia! See this issue, p.78.

SirsiDynix has signed a definitive agreement to be acquired by Vista Equity Partners,
a $1 billion private equity firm focused solely on investing in software and technology-enabled
businesses. Terms of the agreement were not released. The deal was expected to become

The awesome Ann Okerson wrote recently on Liblicense, that while Sally Morris is
retiring from ALPSP, she is hardly leaving the scholarly communications world, as she will
be editing the journal Learned Publishing and bringing to it the same kind of thoughtfulness
and excellence we have come to expect from any Sally Morris-led activity. Hear-hear!

Emerald Group Publishing is celebrating forty years in academic publishing in 2007.
This milestone will be celebrated throughout 2007 and will include special events at
Conferences as well as a new program for library science students, expanded offering of awards
and the launch of eight new journals. Emerald was established in 1967 by a group of senior
academics who, dissatisfied with the international publishing distribution outlets of the
time, formed MCB University Press, an alternative publishing house that focused on niche
management disciplines including strategy, change management and international marketing.
In 2001 MCB University Press adopted the name Emerald as its new organizational
identity, stemming from the working title of its flagship product Emerald (the Electronic

Recently got an email from Matthew Ismail <mdismail@aucegypt.edu> Head of
Collection Development at the American University in Cairo. Matthew was asking for advice on formulas for allocating funds for
book purchases. With the rise in electronic resources, he is finding that the old established
ways of judging the adequacy of electronic holdings is quite primitive. He is writing an
Op Ed for a future issue of ATG and would like advice from any of us! By the way, he says
that it’s about 60 degrees and sunny in Cairo right now, about 50 degrees at night, which is
usual for the winter. Recently, they were riding the shuttle up the corniche along the Nile and
could actually see the Pyramids over in Giza. Given the level of pollution in Cairo, he says
that’s unusual. Stay tuned for the Op Ed and contact Matthew if you are so inclined.

World Book, Inc. has announced the appointments of Patti Ginnis to chief marketing
officer and Ben Hinton to managing director of international sales.

Ginnis has more than 15 years of experience in marketing and a strong background in the
educational reference publishing industry. Most recently she was senior vice president of
sales and marketing for Encyclopedica Britannica. She holds a B.A. from Illinois State
University. Before joining World Book, Hinton worked in roles of increasing responsibility
for the global reference publisher Thomson Gale. He began his career at Thomson Gale
Australia (now Thomson Learning Australia) managing customer and product matters
throughout the Pacific Rim. He also has held technical sales roles in the U.S. and marketing
and sales management roles, where he was responsible for increasing Gale’s international
market share, revenue, and customer awareness for both print and digital products. Hinton
holds a bachelor’s of Information Technology (Commerce) from Australian National
University. World Book celebrated its 90th anniversary in 2007. www.worldbook.com

The International Association of Scientific, Technical & Medical Publishers (STM),
a publishing trade association, has issued a position statement on ‘The Use of Orphan
Worcs.’ An orphan work is a copyrighted work for which the user can’t identify and/or contact
the legitimate holder (“copyright owner”) to obtain permission to use the work. Because
of this difficulty, orphan works risk exclusion from the cycle of creation and exploitation,
since users may choose non-use over the risk of liability for copyright infringement. STM
believes that reasonable solutions can be found to solve these problems and that good
faith efforts to locate and obtain permission

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Beyond Boundaries ...
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that all ATG readers will welcome his cogent presentation.

David Levinson, who conceived the first of HRAF’s electronic publications, the Cross-
Cultural CD, and then led the early development of E-HRAF during his 20-year tenure at
the Human Relations Area Files at Yale before joining me in starting Berkshire Publishing,
explains why anthropology provides an ideal framework for the integrative, interdisciplinarily,
global scholarship that is so much needed today, in “Thinking Globally: The Benefits of
Interdisciplinary Publishing.”

From the UK we have two angles on the book and information world. Richard Char-
kin, chief executive of Macmillan, a dynamic and innovative British publisher whose domain
includes Nature and Scientific American as well as major academic and trade book publishers,
explains some of today’s business challenges and his ideas about what lies ahead. And

Tim Coates, former managing director of the bookshop chain Waterstone’s, provides an
overview of the current crisis in UK public libraries.

My own article “Social Media Simplified” also has a UK connection: my first job in “so-
cial media” was sitting on the floor in a flat in Kensington, sorting through thousands of
letters exchanged between T.S. Elliot, his first wife, and his friends and colleagues. Here,
I offer a new way of thinking about today’s flood of new social media — Weblogs, wikis,
metadata and so forth — and with an emphasis on the underlying issue of what these tools are
actually for. In a related article, Dave Pol-
lard, who writes extensively about knowledge
innovation, makes the case for information professionals’ future role in “reintermediation”
(as opposed to disintermediation, the idea that we need to get of the layers between front-line
people and useful information). His article, “From Collection to Connection,” also
examines new social media tools that will help librarians in this new role.

Finally, we come back to the reference desk,
as Eric Calaluca of Reference Universe explains the first technology designed specifically
to integrate print and online collections, and librarian David Tyckoson presents the ten great
innovations in libraries over the centuries.

These articles show that what really counts is new perspectives and a willingness to try new
things and break down boundaries — whether in business practices or organizational structure
or the publishing and library supply chain. But these authors are not blind followers of the lat-
est technology slogan, and show a consciousness of the need to blend effectively the best of
past and present knowledge — so we can help readers to face the considerable challenges of the
future.

It’s worth noting that five of the eight au-
 Thor ... 
_attors of this issue’s features are also bloggers.

All of us welcome your comments on the ideas presented here, and our Weblogs’ details are
listed with the articles. — RC

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<http://www.against-the-grain.com>
portion spent on books has fallen from 12 percent to 6 percent. Books are no longer regarded as the lifeblood of the library service. We are told over and over again that "libraries are about a great deal more than books."

Indeed, a report by consultants Price Waterhouse Coopers advising the British government in its quest to "improve life in communities" describes a "public library service" that is "focused on the optimum way of commissioning lifelong learning outcomes for local communities, rather than on traditional 'bricks and mortar' library services" and says that such a service "creates opportunities for radical new thinking on delivery vehicles within this sector ... [that encourage] a range of alternative providers, expertise, and new ways of working ... maximising resources on frontline delivery, and making the services much more responsive to existing users, and bringing in new users."

So public libraries in the United Kingdom find themselves caught between two extreme alternatives. On the one hand there is the view expressed by the Price Waterhouse Coopers report, which says book stocks don't matter because libraries are about seeking "learning outcomes," and on the other there are those who say the decline in book stocks signals the end of civilization. And meanwhile, the book stocks keep on declining, so that when you go into a library nowadays, it may be that all you will find are some old dog-eared copies of titles you wouldn't ever want to read.

The problem is that because in the United Kingdom libraries are funded by the government, and those funds are awarded without any reference to any measure of performance, it is possible to define what library policy should be without having to take into account the public response to what is done. If people don't borrow books, no one necessarily investigates why, and so holding the purse strings are just as likely to decide that society has changed and people no longer wish to use libraries as to recognize the real cause — that there were no books they wanted to borrow.

The Good Library Campaign

I have attempted, through the Good Library Blog (www.goodlibraryguide.com/blog/), to call attention to the terrible position public libraries (university libraries are another story; my efforts, I must stress, are focused on public libraries) have found themselves in and to provide a forum for people to discuss what is happening. Independent publishers and well-known authors such as Susan Hill and John Bunstable are using the blog to bring pressure to bear on those in power. Susan Hill, in fact, has taken the issue to the national papers. An article that appeared in the Guardian on 11 September 2006 describes her as "accus[ing] senior managers of public libraries of abandoning their commitment to books and manoeuvring to turn library buildings into social centres" and quotes her as saying, "They have been actively trying for years to get rid of books and introduce almost anything else."

But no one had the right to decide, arbitrarily, that books are a thing of the past. No one has asked the public how they feel about the matter, and whenever the British Parliament has expressed a view, it has certainly not been to this effect. No one would ever expect them to ask for books to be removed from libraries.

Rumors

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should be encouraged. As both producers of copyrighted works and users of orphan works, publishers are experienced both in administering and granting permissions as rights-holders and in trying to obtain permission from other rights-holders. The United States Copyright Office has recently recognized the problems of 'orphan works' that authors, libraries, and other institutions are seeking permission to reuse and similar issues are being raised in the European Union. As we all know, the astute Michael Mabe is CEO of STM. www.stm-assc.org/documents-statement-public-co

EBSCO Information Services is recognized in the sixth annual EContent 100, EContent magazine's list of the companies that matter most in the digital content industry. Providing services for the access and management of electronic journals, packages, and databases, as well as a provider of traditional print subscription services, EBSCO has appeared in the EContent 100 annually since the inaugural list was published in December 2001. "Despite the steady march of consolidation and the rapid continued on page 56
The Library Marketplace
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a rare books school and a letterpress, both in the library! The University of Utah’s Marriott Library has moved their university press into the library to create a synergy between what they collect and what they publish.

7) Set up a Hyde Corner for books. Put out books dealing with controversial subjects and create a space for discussion. Boxing gloves optional. (Check out the forthcoming article by Jack Montgomery from Western Kentucky University on how to deal with challenged materials.)

8) Follow what St. Mark’s Bookshop in New York, the Seminary Co-op Bookshop in Chicago and City Lights in San Francisco are buying. They consistently stock exciting academic and small press books AND they are still in business. Their selections could also liven up most libraries’ “Leisure Reading” collections. Libraries need to take up the slack that has been left by the closure of so many independent bookstores. encourage small presses and exciting independent publishers.

9) Set up book clubs that can meet in the library. You provide the coffee.

10) Host more live poetry and author readings in the library.

11) Get the whole campus to read a book in common. This idea has been very popular in communities around the country. Fort Lewis College in Durango got their campus to read Folding Paper Cranes: An Atomic Memoir by Faculty Emeritus Leonard “Red” Bird. Check it out on their library Website. It’s the very model for a well run common book read. My suggestion would be Google the Myth of Universal Knowledge: a European Perspective by Jean-Noel Jeanneney. Check out the “One Book” promotion by the Library of Congress, a source for current and past readings.

12) Start a collection of books about books. Keep them out front.

Books such as Sixpence House by Paul Collins, A Pound of Paper by John Baxter and A Degree of Mastery by Annie Trimble Wilcox convey some of the excitement about books that students can identify with.

13) Create a permanent display about the history of printing and bookmaking. Put it where everyone can see it.


15) Buy more audio books. Not only do people like to listen to them in their cars, some English departments are teaching them as a separate art form. This could cross over with the drama department too.

16) Keep your book sale! And keep it in the library or at the entrance. Also keep a cart of books for sale near the circulation desk where you can sell books and make more money that should be dedicated to buying more books. Solicit more gifts. It builds a rapport with your community and the alumni. Some library book sales net tens of thousands of dollars. Get a student group or Friends of the Library involved in managing your book sale. Local booksellers can advise you on pricing. Why sell books for a dollar when you can get so much more?

And now a few more random ramblings about books:

When a library buys a book they can keep it for as long as they want, loan it to whomever they want, with no need for licenses or renewals, and if kept properly, it will last forever.

If the book was invented now it would be considered a technological marvel. No backlighting needed, no batteries either, rapid RAM, eminently portable.

Reading books online is to reading real books as smelling plastic flowers is to smelling fresh cut.

Digitized books are no longer books, just as digitized paintings are no longer paintings. Ceci n’est pas un livre?

The current plans for digitizing books envision books functioning as a vast database, as in Google Print. The book will be atomized into “information” and thus lose its coherence.

Reading was once equated with learning. We learned from reading thousands of books over the course of our educations and didn’t have to run to Google just to find out the lowest point in the continental U.S. or the highest.

Knowledge is not the same as information. Knowledge allows us to put information in perspective. Wisdom is up for grabs, but it most likely isn’t on the Web.

Having a favorite book is more important than having a favorite Website. (pace, Fark)

Think of books as a long term investment. As Matthew J. Bruccoli said, “A good collection of books will only grow more valuable over time and will become a magnet for research.” Think if you had collected books about Iraq and Afghanistan pre 2001. There would be nothing online to rival a solid collection of books covering the history, art, religion and politics of that region.

Invite professors to teach a class in the stacks where books relevant to their subject reside. Or have them teach a class in the special collections room and let students actually handle the books. Older books are better made than today’s product and can take gentle handling. If students don’t get to handle rare books how will they ever gain an appreciation for them?

Studies show the number of books that academic libraries buy in common is minimal.

Some consortia report only an 8% crossover of duplicate purchases before entering into collective collection development agreements. Those duplicates are probably books that libraries want to have in their own collection. If libraries buy in their own interest they will be helping other libraries when it comes to ILL time.

Online reading comprehension is only 80% that of reading a book. Online reading is more like scanning or speed reading.

“Literacy experts and educators say they are stunned by the results of a recent adult literacy assessment, which shows that the reading proficiency of college graduates has declined in the past decade, with no obvious explanation. ‘It’s appalling — it’s really astounding,’ said Michael Gorman, president of the American Library Association. “Only 31 percent of college graduates can read a complex book and extrapolate from it. That’s not saying much for the remainder.” Could it be because they aren’t reading books?

Recently Ray Bradbury was congratulated on the continued relevance of his book Fahrenheit 451. Instead of accepting the kudos that were proffered Bradbury replied that his book was now irrelevant, “because no one cares about books anymore.” Is this to be our legacy, the firemen of 451?

Books are uncensored. Anyone can write a book and sometimes it seems as if everybody has.

Perhaps the focus is off. Maybe it’s not that books are in decline, but reading itself. In an era of email and blogs, reading and writing have become a kind of stripped down Morse code.

Maybe we’ve had a paradigm shift where reading and writing are now in the same category as classical music: much admired but kept alive by aficionados.

Perhaps the crisis is really about the death of reading. Without our attention books could slip away and libraries with them. Let us understand that the fate of books and libraries and thus librarians are all joined together.

Some will say that I am blowing my own horn as a book vendor, promoting books in my own interest. They are right. I am promoting my own interest, but as a reader and book lover, two things I was long before becoming a book vendor.

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clipping of innovation, our list bears at least a third, if not half, of the same names from one year to the next,” said ECfent Content Editor Michelle Manafy. “To put this in a more positive light: Some of the truly great digital content industry players continue not only to survive, but to thrive. ... We carefully reconsidered last year’s list members and kept only those companies who we agreed continue to lead the industry... Only the strongest survived.” The list is available in the December 2006 issue of EContent magazine. www.econtentmag.com.

The International Intellectual Property Alliance (IPAA) praised the World Intellectual Property Organization (WIPO) on the 10th continued on page 71
you learned for no other reason than that you wanted to. Apparently making such arguments is useless on today’s hi-tech, Internet savvy young people. Such arguments have gone the way of the old “drill and kill” approach to learning where you memorized multiplication tables and long passages from great literature because you needed to, because you wanted to remember them and this constant repetition worked. We’ve dropped that for multiple strategies and theories that do not work at all and young people in increasing numbers graduate without being able to read, write, add or subtract. But by golly, they are having fun! In today’s brave new world, every child’s a winner even when they lose ... or something like that.

I eventually found an old clip from a very old “The Lucy Show” show and a clip from the “Three Stooges” and a few other clips from several news programs. Some of the latter did not open. The jackass stunts revealed only that there is a sucker born every minute, as P. T. Barnum used to claim (Google him if you wish). These varied in nature from harmless stupidity to the getting-hit-where-the-sun-don’t-shine category of painful.

Hm. And all of this caused someone at the Google brain trust to shell out over a billion? I guess there is some value in finding this, looking at it, laughing about it, and sending the link to a friend at work ... only four cubicles over from you. Wow! We’re not even knee-deep into the digital everything and already the Web is less educational than television. Now that is saying something!

What are we to make of all this? I mean, what to make of it other than I am obviously over fifty and surely have no sense of humor? It may mean that libraries do not have anything to worry about from the Web. It may also mean that this grand experiment called the Web is actually going to replace “finds” like Walpole’s. Oh yes, I know. I’m from that terrible elitist school where education should be something, for lack of a better word, educational.

On the other hand, it very well might be something we librarians want to give some thought to. It occurred to me this Thanksgiving as I played with our first grandchild, Allene, who just turned one. “Dear,” I could hear myself telling her a decade from now, “I had to forgo your college education fund because my job was replaced. I lost it to a site where people make tools of themselves and record it for all the world to see.”

Endnotes
1. Portions of this article are from a chapter in my Fool’s Gold: Why the Internet Is No Substitute for a Library (Forthcoming, McFarland, spring 2007).