August 2014

@Brunning: People & Technology: At the Only Edge that Means Anything / How We Understand What We Do

Dennis Brunning
Arizona State University, dennis.brunning@gmail.com

Follow this and additional works at: http://docs.lib.purdue.edu/atg
Part of the Library and Information Science Commons

Recommended Citation
DOI: https://doi.org/10.7771/2380-176X.5517

This document has been made available through Purdue e-Pubs, a service of the Purdue University Libraries. Please contact epubs@purdue.edu for additional information.
@Brunning: People & Technology

At the only Edge that Means Anything / How We Understand What We Do

by Dennis Brunning (E Humanities Development Librarian, Arizona State University) <dennis.brunning@gmail.com>

Where the Wild Things Are: eBooks Again and Again

We said to keep our eye on the ball, but it's hard. What game are we playing?

It's been a long haul, although this year's progress has made it seem new. Who can remember the early players — Amazon with its Adobe Digital Editions and the Microsoft E-Reader? Sony sold a small splash with its E-Reader sold mostly through Borders. Amazon scored first and significantly with its Kindle Reader and bookstore. Although Amazon isn't talking, industry experts figure more than two million Kindles were sold and the sales have nudged total sales a few percentage points.

Until now the game has clung to the ground. In a flat growth industry the growth of eBook sales, although small, looms large. Large enough, that is, to sink R&D and marketing money.

Rare in these times, a growth industry. In fact, eBooks are a technology game, and the techies stand behind its growth and success. Recently Apple's announcement of the iPad, its tablet computer based on iPhone design and operating system, was enough to convince a few big publishers to rethink and re-negotiate relationships with Amazon. Macmillan was the first to head out to Seattle, Amazon territory, to suggest to Jeff and company that Macmillan ought to set the price for e-editions - for Amazon or any distributor. Amazon refused to the point of removing Macmillan titles from its bookstore. Within a few hours, though, they backed off and acknowledged that this publisher could set the price. Unlike Apple and iTunes, Amazon blinked and now new pricing models have free range.

There are now over 23 e-readers for sale. Almost every week a new player emerges, new players to stand at the scrimmage line of Apple, Amazon, and others. Why so many reader wannabees?

Simple. The book's defining quality, its essence, is portability. No one wants to read books on computers no matter the size of the computer. Compared to smart phones and e-readers, a computer is gargantuan and only semi-portable. You want and need something you can carry and use at will — like a book.

So the device battle is about who can imagine what the reader wants and deliver it through an electronic device, Internet-cool and enabled, and keep that (human) reader.

Keeping the reader is all about the bookstore. Whether the publishers set the price, all those Amazon Kindle owners have bought new titles at the $9.99 price. Whether this will survive and thrive like iTunes — let's let the market and not pundits decide. That Amazon sells eBooks to iPhone users who simply download an iPhone app to use sug-

gests that publishers and reader manufacturers will have an immense market, and customers will have many choices.

For example, Kindle frequent customers may want to choose another type of reader that meets their needs — as long as there is a way to read what they buy at Amazon on their reader. We bet Amazon understands this and is not in the business of selling Kindles. They are in the business of selling Amazon books, whether print or electronic. Apple and Google are aware of this aspect of competition with Amazon and at the moment seem to be "open." But remember the essence of each company. Both are technology companies who leverage what they do to make the most money. Apple will want to sell iPads and iPhones. They may package books with them, but the object will be to move hardware. Google is all about ads and adwords. Whether by the Web, mobile Internet, or whatever new technology comes around, they want to sell ads.

So a new caveat emptor emerges. The consumer now has a plethora of stuff to consider, choices to be made. You'll just have to contend with constant device upgrades and a welter of ads assaulting your senses. And librarians — at the rainbow's end, books from all places and a brimming box of devices and distribution.

It's wild.

Your links:

Tracking the E-Readers: http://ereaderguide.info/  
E-Reader Formats:  
http://www.ebookmall.com/choose-format/  
The E-Book Publishing Space:  
http://www.ebookcrossroads.com/publishers.html

Annals of Search: Google Uber Alles?

It doesn’t take much for Google’s competitors to cry monopoly. Microsoft, no stranger to this state of being, would dearly love to keep Google’s legal staff — numbering some say in the thousands — busy for a decade or two to level the playing field in search advertising.

Googlers who do not see monopoly boast vision with the following optics:

• At best, Google has only 60% share of search engine users.
• Google’s “math” neutralizes bias — guaranteeing, without human intervention, the best results.
• Google is free to consumers — where’s the harm?

As with Microsoft, the European Union has led criticism of Google’s behavior. The EU was slow to approve Google's acquisition of Motorola.
of DoubleClick, the leader in online banner advertising. The EU is particularly concerned about the information Google collects and how long it retains this information. In 2008 Google yielded to EU pressure to shorten shelf life of this data from 18 to 9 months. And recently the EU has made it plain that whatever class settlement is set by U.S. courts on copyright for online books will not apply to them.

The EU flexes legal and business muscle, and Google listens — a response that has eluded U.S. business.

This side of the Atlantic will be monitoring the latest Europe-versus-the-Goliath match.

Foundem, a specialist search Website founded by Adam and Shivaun Raff, has filed a complaint against Google to the European Commission in Brussels over specific behavior of Google and its search engine toward their business.

The problem with Google is simple. Foundem offers a search engine for jobs, property, consumer products, and vacation planning. It has built its own search algorithms to give users a deeper and more precise search than Google or Bing. They derive profit when users click from their results to partner sites.

What they need, though, is business sent to them through Google. Whatever they do, they are at odds with Google's 200 criteria that evaluate search value and elevate, to prominence, the best links.

Foundem, working with Google scientists, claims Google can manually over-ride these criteria and boost search results for customers. The business term for this is white listing. Typically, though, Google doesn't white list. Human intervention is anathema at the Googleplex because it isn't scientific. Or more to the point, it isn't statistical. By numbers alone they've determined search value and to act otherwise would be unfair to users.

Foundem's complaint zeros in on a weakness in Google's thinking and procedure when it comes to natural search. A Google results page segments results into natural search, adwords search, and universal search. Natural search results derive from the 200 factors of which PageRank is the most well-known. These factors try to guarantee the most relevant results display first. AdWords is Google's data-base of keywords harvested from users. Google sells keywords to advertisers who pay to have the best keywords to retrieve their products. These are the familiar text ads listed under Sponsored Links. Universal search are Google services links bundled together. These include Maps, YouTube, and Google Book.

Foundem's simple demand: parity with Google products in displayed results.

What they want is the level playing field. In search engine lingo and thinking they want search neutrality. What they want is library search.

The issue behind this legal move — search neutrality on the net. More next issue...

Your Links:
The Foundem Story: http://www.searchneutrality.org/foundem-google-story
http://www.ft.com/cms/s/0/1e672a94-233f-11df-ba8f-00144fecab4a.html

Not So Easy Rider — Digital Research
Entering our library you enter our spin zone. Since we've discovered big-screen televisions to push out library news, views, and attitudes, the pitch has become steep. Our latest: the marketing roll out for our discovery service.

Christened Library One Search, the bright yellow, black, and white logo invites users to a world where “research has never been this easy.” Doubtless, many of you are or have introduced discovery services at your library and are casting about or even refining your rhetoric to attract your community to this new way of searching.

By all means, avail yourself of practical bells and whistles. You've probably paid a pretty penny for the opportunity.

But go easy on calling it research. Discovery services make a certain type of library search easier. By easy, of course, we mean more “Google like.” For example, our Library One Search, a Summon product, eliminates the
plurality of our many databases, presenting a simple search box, for simple search words, that reaches out into all those databases for stunning easy singularity.

Actually we fudge a bit on this. We note, in small font, that Library One Search searches most, but not all, of our databases. This disclaimer is a link to more detailed library-speak about coverage that cautions the user that he or she needs to subtract those publishers not participating in the product.

So library search has gotten easier, if by easy we mean searching participative content — or something like that. To be honest, that is quite a handful of stuff, a big bowl of not there. There are two depths to this.

Shallow water fun is the thin data that are harvested and indexed from all of your non-participating content providers. Your discovery service can provide simulacra for your difficult databases, those ornery ones who wish to meagerly prosper in this brave new world. They can, for example, provide complimentary indexing for products that overlap theirs — we know there are many. They can also crawl the Web and ingest what publishers provide for their Web publications.

At a certain point, the substantial holdings of a library online fall off the continental shelf. This is the world of information portals, specialized data sets and databases whose design, purpose, and subscription life address another way of doing content. Here are publishers who don’t need to integrate themselves with the Web or library.

Our sin and cross to bear: we want them. The library’s role in research is to provide both the tools and results of — research. And this is the depth of things where research isn’t easy.

Your Links:
Summon Sites:
http://lib.asu.edu/one
http://www.dartmouth.edu/~library/home/find/summon/

The issue of purchasing textbooks seems to be a perpetual one for libraries. At my own library, we do not, as a general rule, purchase textbooks for a variety reasons — primarily cost. However, given the unique nature of some of the programs taught at a community college and the limited number of print materials available to support those programs, this is not a hard-and-fast rule. Here is the statement that we include about textbook purchases in our collection development policy:

“The Library does not purchase textbooks adopted for classroom use by the College. The collection does, however, include textbooks. These textbooks are acquired only if they are high-quality materials which supplement the Library’s permanent holdings and can be expected to remain important over time or are the only resource available on a subject.”

The University of Oregon includes a similarly worded statement in their collection development policy (http://libweb.oregon.edu/colldev/edpolicies/cdpstate.html), while Anne Arundel Community College offers a version that directs faculty to the option of placing a textbook on reserve (http://www.aacc.edu/library/file/ColIDevPolicy.pdf). DePaul University Libraries offer a detailed statement about textbooks in the library in a FAQ that you also might find helpful in developing your own library’s policy (http://www.lib.depaul.edu/About/displayFAQ.aspx?f=33).

We don’t actively purchase textbooks and they are blocked on our approval plan. However, no doubt they are still arriving mostly from firm order requests.