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And They Were There-Reports of Meetings

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Reported by: Susan C. Awe (University of New Mexico)

The growing interest in qualitative and quantitative methods and science for librarians produced this international gathering, and this trend has been accompanied by a corresponding shift in the necessity for knowledge and resources needed to support such research. Each conference includes research papers and applied works from all over the world. The purpose of this conference is to “support professional development of librarians and information specialists and advance the research on Library and Information Science” (from conference chair Anthi Katsirikou). This conference brings together researchers, technical developers, managers, and library professionals to describe achievements and trends in all types of libraries and is a social and scientific event to create human networks and share knowledge and experiences. A growing appreciation of what qualitative methods are, what qualitative research practice involves (interview, survey or talk to people and pick out themes), what kind of knowledge it can generate (ungeneralized anecdotes or user perceptions), how it can be assessed, and, most importantly, what education and training may be needed. Typically not appreciated is the significantly different philosophical understanding of qualitative and quantitative research regarding evidence and explanation, and the non-formulaic nature of the research process.

The first keynote speaker was Ching-chih Chen, Professor Emerita, Simmons College, Boston, MA, whose talk was entitled “Beyond Digital Libraries/Archives/Museums: How to Measure, Evaluate, and Assess their Impacts and Value?” Sessions following the keynote were generally organized under “E-books: Changing Hearts and Minds,” “Repositories and Open Access Movement,” “Historical and Comparative Case Studies Related to Librarianship,” “Quality Evaluation and Promotion of Info-documentary Institutions Services and Methods,” and “Using Qualitative and Quantitative Methods in Digital Library Education and Research.” Most sessions had 5-6 presenters, who in about 15-20 minutes generally accompanied by a PowerPoint presentation summarized their research. A second keynote on Wednesday was presented by Markku Laitinen, Planning Officer for the National Library of Finland, and entitled: “The Power of Data – Advocating for Library by Showing Evidence of Impact.” This speaker demonstrated a good sense of humor and an especially notable quote was from Galileo Galilei: “Measure what is measurable, and make measurable what is not so.” The second, third, and fourth days of the conference had a multitude of sessions. A sampling of the groups of presentations includes:

- Core Skills, Competencies, and Qualifications for Today’s Reference Librarians;
- Social Networks and Reference Services, Human Resources;
- Content Analysis Methodologies;
- Social Justice in Library and Information Science;
- Case Studies Related to Librarianship and National Heritage;
- Marketing Management Methodologies;
- Collection’s Policy-Digital Collections, and;
- Information Literacy.

Additionally, special sessions were coordinated by Dr. Teresa S. Walsh from the University of Southern Mississippi on “Bibliometric Research,” Dr. Maria G. N. Musoke, Makerere University, Uganda, on “Trends in Health Information Services,” and Bruce Thompson, Texas A&M University, on “Demonstrating the Value of the Library in the Academy,” to name some examples. The University of New Mexico was represented by Susan Awe and Martha Bedard, whose talk on “Building Leaders for a Changing Environment,” co-authored with two other colleagues from New Mexico, discussed the University’s experience in adapting to this new model of librarianship.

In this sense, QQML represents the most current thinking in Librarianship, which is increasingly using data to improve and refine operations. It shows clearly that libraries are not passively observing new advances in methodology, but actively adopting and adapting them to further their mission. Attendees were presented a copy of the Abstracts from all the papers, running to 264 pages, at the conference registration, and the full proceedings are forthcoming. The abstracts plus additional information are also posted at the group’s Website: http://www.isast.org/.

As such, we look forward to QQML’s 5th International Conference which will be held in Rome, Italy in 2013.


Reported by: Dan Tonkery (President and CEO, Content Strategies) www.contentstrategies.com

Book Expo is nearly a week-long effort held in New York City at the Javits Center in early June this year with over 1,300 exhibitors. The meeting’s main trust is to allow an opportunity for the independent booksellers to meet with publishers and authors. The meeting is not open to the general public and requires a registration. This year, with over 30,000 attendees the buzz at the meeting was very positive among the exhibitors. Several publishers I talked with thought that the booth traffic was up over the last few years. It certainly appeared that the robust attendance affected the in-booth author signing this year and caused significant traffic jams in the exhibit aisles. Often adjacent booths would have attendees lined up for author autographs on both sides of the main aisles, causing foot traffic to come to a standstill.

Part of what makes Book Expo interesting is the number of related meetings that occur during the main trade show. I was fortunate enough to attend the IDPF Digital Book Conference on June 4-5 and spent some time at BlogWorld & New Media Expo. There is a special emphasis on digital publishing at BEA 2012, and an entire exhibit area is reserved for the Digital Discovery Zone. It is somewhat ironic but mostly frustrating that while the topics at these sessions are always state of the art, the attendees are sitting in a room trying to capture notes and comments with slow, unresponsive WIFI service. The poor WIFI service is not just at the Javits Center; last week at the SSP meeting in Arlington VA, I had the same poor connection issue. It just seems that hotels and conference centers have not geared up to support the online traffic. My recent WIFI experience on Amtrak was even worse. Sorry for the digression. Now back to the meeting report.

The Digital Discovery Zone is an exhibit within the larger BEA exhibit where all the software companies providing a wide range of pre-publication, formatting, and conversion services for producing everything in electronic formats are located. The exhibitors included all the well-known companies like Apex CoVantage, Aptara, SPi Global as well as smaller companies like Publishing Technology. Any publisher looking for help in all aspects of producing eBooks could find an appropriate solution in the Digital Discovery Zone.

In addition to the large, well-established companies in the Zone, I found a number of small organizations offering some unique services. Autography, LLC from St.Petersburg, FL (www.autography.com) has a method of inserting an autograph into an eBook. Somehow the autographed page can include a photo of the author and consumer, and there is a way to export the photo to the customer’s social media. Slicebooks continued on page 69
(www.slicebooks.com) is another new company which offers a solution to slice and remix eBooks in minutes. The librarian in me instantly decided that this slice and remix application might provide an easy way to produce custom course packs for academic course use. The technology is there to go out and slice chapters or more from a number of different eBooks and remix the content to produce a new eBook. Interesting idea, but not all of the copyright issues have been thought out.

While everyone knows that Amazon is the undisputed 600 lb. gorilla in the eBook world, supplying roughly 70% of the eBooks and readers, I was very impressed with Kobo. Kobo is a global leader in eReading with triple-digit growth with 8 million registered users in 190 countries. They have an inventory of 2.5 million titles. If I had to make a prediction, I believe that Barnes & Noble will split into two companies, and Microsoft will take charge of the Nook side of the business. I expect to see the brick-and-mortar stores sold off. At this point B&N is just not keeping up in the eReader race. Even with Microsoft's recent investment I believe it is coming too little and too late.

What is clear from recent studies reported at the meeting, there is widespread adoption of tablets and mobile devices as the platform of choice for eReading. Kindles and a host of other reading devices are on the market, and consumers are making a switch from print to electronic in a rapidly-growing rate. The rapid growth of eReaders has provided rich soil for what some are calling the “golden age of self-publishing.” According to Kelly Gallagher, VP for publishing services from Bowker, in 2011 there were 211,269 self-published titles. That is up from 133,036 in 2010. The most popular genre in terms of units is fiction (45%). The top players in the self-publishing space are Amazon's CreateSpace at 57,602 titles; Authors Solutions 41,605 titles; and Lulu at 30,019 titles.

It is clear from talking to attendees and publishers at BEA that, while publishing is changing and sales are declining at the big brick-and-mortar stores, there is still a place in our society for the independent bookseller that has more to offer than just inventory. The small independent stores that survive are going to have to offer a community or environment for the reader that is engaging and interesting. Amazon has a commanding lead not because they are some evil empire out to control the world, but because of their technology and their paying careful attention to their consumers. They monitor and modify their systems based on the analysis of user behavior. They deliver services better than any other organization in our industry. Not only are they a big player in supplying traditional published works, but it is clear they have a strategy to capture the self-published works as well.

Attending Book Expo in 2012 is far different than when I was there in 1986 or even 1996. So much has changed, yet quality service, staying close to customers, and paying attention to details are still paying substantial rewards.


FRIDAY, NOVEMBER 4, 2011
MORNING PLENARY SESSIONS

Executives’ Roundtable: The Boundaries are Getting Blurred
—Presented by T. Scott Plutchak, Moderator (Lister Hill Library of the Health Sciences, University of Alabama at Birmingham); Paul Courant (University of Michigan); H. Frederick Dyla (American Institute of Physics)

Reported by: Fred Moody (National Institute for Technology in Liberal Education (NITLE)) <fmoody@nitle.org>

Digital technology and the demand for public access to publicly-funded research has brought on a chaotic academic information environ-
she explained that more resources are going to e-content. But the organizational constructs are embedded in physical facilities. 

Guthrie views the biggest challenges as the restructuring of relationships. He talked about a change in allegiances. On the subject of vendor/institution relationships, Kenney explained that libraries are more than sales channels. She said libraries are also about issues including fair use. Guthrie focused on the business aspect. Regardless of whether subscription or open access, he said a big issue is how does the library value material it is getting. He said a big challenge for the community is how to figure out the value.

Kenney also raised the issue of access rights, explaining that libraries tend to want the same rights they had with physical materials. Publishers, she said, see it differently. Guthrie said it involves figuring out the new models. He said the concept of owning something has changed.

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The Long Arm of the Law — Presented by Ann Okerson (Yale University); Jack Bernard (University of Michigan); William Hannay (Schiff Hardin LLP); Lauren Schoenthaler (Stanford University)

NOTE: Ann Okerson’s affiliation is now Director, Office of Scientific & Academic Publishing for the Association of Research Libraries (ARL)

Reported by: Catherine Giffi (John Wiley and Sons, Inc.)

Ms. Okerson began the plenary session with an overview of the relationship between lawyers and libraries, dating back to 1973. While not all copyright cases, it was noted that the 1990s was a rich legal decade for the library world.

The Committee on Copyright and other Legal Matters (CLM) was created to monitor the World Intellectual Property Organization (WIPO) and to represent the International Federation of Library Affairs (IFLA) at key meetings. It is now headed by Victoria Owen, Head Librarian at the University of Toronto Scarborough. CLM is working on a draft, “Treaty on Copyright Exceptions and Limitations for Libraries and Archives,” and that work is still in progress.

For more information: http://www.ifla.org/en/clm
http://www.ifla.org/en/about

Bernard was second to speak, and he delivered a lively overview of copyright law. Specific topics covered included criteria for copyright, rights given, and the John Wiley copyright case. In August 2011, the 2nd U.S. Circuit Court of Appeals ruled that Supap Kirtsaeng, a Thai man studying in the United States, infringed upon copyright law. Specific topics covered included criteria for copyright, rights given, and the John Wiley copyright case. In August 2011, the 2nd U.S. Circuit Court of Appeals ruled that Supap Kirtsaeng, a Thai man studying in the United States, infringed upon copyright law.

Mr. Bernard included the issue of manufacture — specifically, how do we know where something was manufactured? This could impact lending rights and potentially encourages publishers to outsource jobs in order to benefit from the definition of “manufacturing.”

Schoenthaler delivered an update of her presentation from the previous year, beginning with Cambridge University Press et al v. Patton et al, also known as the Georgia State legislation. The case is still awaiting a decision. This lawsuit brought by several publishers against Georgia State University involves the use of copyrighted materials in e-reserves in higher education, but the impact of the case and its potential results may be far more reaching.

More resources on that case are available on the EDUCAUSE Website: http://www.educause.edu/policy/campus/resources/gastate.
**eBooks in Health Sciences - The Good, the Bad, and the Ugly (the 11th Annual Health Sciences Lively Lunch)** — Presented by Meg White (Rittenhouse Book Distributors, Inc.); John Tagler (Association of American Publishers, Inc.); Deborah Blecic (The Richard J. Daley Library of the University of Illinois at Chicago); Ramune Kubilius (Northwestern University; Galter Health Sciences Library)

**NOTE:** Nicole Gallo (Rittenhouse Book Distributors, Inc.) replaced Meg White on the panel.

Reported by: **Ramune K. Kubilius** (Northwestern University, Galter Health Sciences Library) &lt;kubilius@northwestern.edu&gt;

The annual summary (including handout) by Kubilius provided an overview of health sciences trends and developments (some resonated at the conference). Blecic reminded attendees of eBook benefits: optimized access, multiple users, no weeding space issues, and the potential for future innovations. Challenges included: multiple interfaces, digital rights, single-use codes, missing content, “e” after “print.” “Ugly” aspects: loss of curatorial control by libraries. Her prediction? The digital divide will grow. Although this process is still being refined, all of the presenters shared publisher industry association insights of note, e.g., no business model specifics can be discussed at meetings. eBooks benefits for publishers: new markets, data mining possibilities, links between books and journals, and re-usability of content. The short- and long-term outlooks are (still) very cloudy, and how do you count “sales”? Lively discussion, rhetorical issues, and questions included: people’s desire for data, publishers’ guardedness, “shelf-like” browsing functions, and discoverability from a marketing standpoint.

**Am I Wasting the Library’s Money? Using Data to Assess Book Collections** — Presented by Clement Ho (American University Library)

Reported by: **Alexis Linoski** (United States Naval Academy) &lt;adlinoski0812@yahoo.com&gt;

This Lively Lunch focused on collection assessment using circulation statistics over a period of years (2002 -2009) at American University. When the assessment began, the question was: What is acceptable use? For them, one use equaled success, and no use in five years equaled a bad buy. However, acceptable use will vary by institution. Overall, over 80 percent of their collection circulated, with older titles having higher usage. Ho did note they weeded aggressively.

Assessment was done by subject area and was used to identify gaps in the collection, review fund allocation, review book approval plans, and to help make individual book purchase decisions. A good portion of the session was discussion between Ho and the audience on a variety of things from the dates used in the calculations to how the data was pulled to the types of statistics that were being reviewed.

**Saving Time, Energy, Keystrokes and Sanity** — Presented by Julie Kliever, (Providence College); John Riley (BUSCA, Inc); Kenneth Hendges (BUSCA, Inc.)

**NOTE:** Lynne Branche Brown (SkyRiver) also joined the presenters. She and Kenneth “Charlie” Hendges participated via an Internet telephone service.

Reported by: **Katherine Latal** (University at Albany, University Libraries) &lt;klatal@albany.edu&gt;

After Riley introduced the presenters to set the stage, Kliever detailed how she collaborated with BUSCA and SkyRiver to automate her library’s primarily manual ordering and invoicing process. Stemming from the desire to improve efficiency, Kliever requested modification to BUSCA’s work form to permit use of an existing field for a different purpose. To achieve this, Hendges revised the form to accommodate key data element that, in turn, populates a field that is required for order record creation in Providence College’s consortially-managed ILS (Millennium). As orders are filled, BUSCA sends each shipment manifest to SkyRiver. Using the manifest, SkyRiver identifies the corresponding bibliographic records, appends the invoice payment information, and forwards the file to the library to overlay the brief records in their ILS. This is an excellent example of library-vendor-bibliographic utility cooperation and ingenuity. Although this process is still being refined, all of the presenters noted that they see benefits from this endeavor and it may spark other opportunities for customer-level technical and service customization. Interest in this development was evident by the number of questions posed by the attendees regarding de-duping, staffing changes, support of MARC format, and details of the new workflow.

That’s all the reports we have room for in this issue. Watch for more reports from the 2011 Charleston Conference in upcoming issues of *Against the Grain*. Presentation material (PowerPoint slides, handouts) and taped session links from many of the 2011 sessions are available online. Visit the Conference Website at www.katina.info/conference. — KS

**From the Reference Desk**

*sex, work, sport, terror, Transnational Corporations, Twitter Revolution, water crisis, Web 2.0, Wikileaks, World Social Forum, and Zapatistas...*  
• *Wiley Encyclopedia of Composites, 2nd Edition* (five volumes, ISBN: 978-0-470-12828-2, $1,575) This updated editions presents over 260 new and revised articles addressing the new technological advances in properties, processing, formulation, design, analysis, evaluation, manufacture, testing, and reliability of composites...*

Grey House has published the 2012 edition of *America's Top-Rated Cities: A Statistical Handbook, 2012* (four volumes — softcover, ISBN: 978-1-59237-857-7, $250.00) Libraries that have found prior editions useful will no doubt feel the same about the newest version. As in the past, this set offers “comprehensive statistical information in one ... source on 100 cities that have been cited as the best for business and living in the United States.”

Online database subscriptions are available for a single user at $550. An online and print combination is available at $700. For multiple-user and library Access, call 800-562-2139 for a quote. ©