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## On the Street - Electronic Journals and Electronic Content Management Systems

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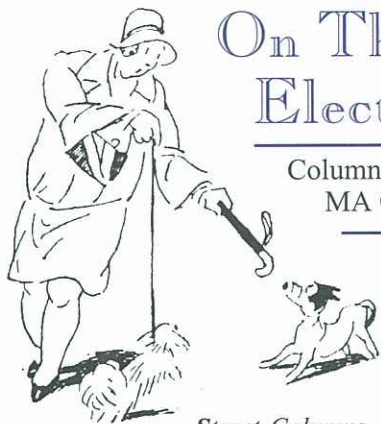
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# On The Street — Electronic Journals and Electronic Content Management Systems

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Assisted by: **Linda Albright** (Winthrop College) and  
**Kathy Miraglia** (Catholic University)

*NB — This month, we are running TWO On the Street Columns. You may have noticed that there was NOT an On the Street in April. This was not because Eamon Fennessy and Linda Albright and Kathy Miraglia and all of you did not participate in a survey. It was because we here at ATG just simply ran out of space. So — this month you have two On the Streets plus our apologies. Cheers! — KS*

## Survey — June 1998 — Electronic Journals

This month's survey concentrated on electronic journals, their availability, ordering and cataloging practices, and librarians' suggestions on how electronic management could be improved. Over 20 institutions participated and came up with good hints for vendors and publishers. Almost all participants were from academia, one was from a public library, and the last was from a corporate library. These were the questions posed by phone and through **Eleanor Cook's ACQNET**: 1) Does your institution subscribe to electronic journals? To more than ten? 2) From whom are the serials ordered...subscription agents, publishers, other? 3) Who maintains the catalog of electronic titles? 4) How are the titles cataloged ... alphabetically, by subject? Is there a better way? 5) What are your suggestions on how vendors could assist in handling e-journals? 6) May we mention you and/or your institution as a survey participant?

Overall, Question Five resulted in the most interesting and practical comments. It is apparent librarians — 1) favor direct subscriptions from publishers; 2) use their Web sites to publicize holdings; 3) have reduced their acquisition costs through consortia purchasing policies; 4) want to be continuously apprised of journal availability; and 5) generally are all over the lot when it comes to deciding which method is best for establishing access to electronic journals.

**Question One**, with regard to specific questions, addressed specific purchasing. In almost all instances, more than ten electronic journals were subscribed to ... in four instances, more than 100 journals were owned, and of this latter group, several institutions subscribed to more than 300 e-journals. Academic Press' **IDEAL** system drew raves. (More about this below.)

**Question Two** ... direct publisher subscription was preferred by more than 75% of the librarians. In a few instances, subscription agents or other sources were mentioned ... **JSTOR**, **EBSCO**, **Muse**, and **Blackwell's**. The reasons given for favoring publishers were that it was less complicated and made the librarian's job much easier. Librarians' consensus was that vendors' policies don't make it easy to order from them and that vendors had to better appreciate librarians' responsibilities.

**Question Three** was answered in diverse ways. Who maintains the catalog of electronic titles? The catalog department was mentioned as well as serials librarian, reference librarian, and acquisitions librarian. There seemed to be no common practice but this question led the way to the next topic regarding titles being cataloged.

**Question Four**: MARC tagging came up very often. Some librarians called for full MARC tagging in the library's OPAC for all titles. One participant said, "Vendors should automatically provide MARC cataloging and holdings records so that libraries can load onto their OPAC." (The whole issue of cataloging was overwhelming to some.) Several other institutions related that their Web sites display electronic journals by title, subject, and publisher. Users were pleased with this approach.

**Question Five** — Suggestions to improve the system. The most-often used words were: Consistency, Uniformity, Clarity, and Ongoing publicity. They appealed for consistency in policies and in pricing. One comment drove home this point when the author related that one publisher came out with an accompanying electronic journal in addition to the original print one. The cost was minimal. The very next year there was a substantial fee for the electronic title.

Uniformity in licensing language was a sore point, too. Some licenses were described as convoluted and utterly confusing. This brings up the issue of clarity. There is a definite need for such agreements to be clear and understandable if rights holders wish their licenses to be acceptable to subscribers. Also, print subscribers ardently wish to be advised when an electronic version of a title becomes available. Librarians do not want to renew a print subscription and then learn the product is available online.

Communications have to be improved between publisher/vendor and the user, the librarian.

Virginia librarians sang the praises of **VIVA**, the **Virtual Library of Virginia** which arranges for a very economical subscription system for electronic journals. One librarian reported "VIVA pays for the e-journals." (Is this true?) This arrangement is part of the consortial advantage for its members.

Other suggestions pertained to the use of **OCLC** records for the online catalog. It was reported users are able to go directly to the Internet from the catalog. In addition, titles can be accessed via library Web pages under each publisher's heading. A further claim was the ease with which Academic Press offers its **IDEAL** program. The library's Web site would include an alphabetical list, a link to **IDEAL** for subject lists, and a link to **IDEAL** for searching. Users recommend more systems like this one.

**T**hose who gave permission to use their names as participants in this survey are:

**Laurie Anderson** — Maryland Institute, College of Art  
**Daniel Burgard** — University of Illinois  
**Fariha Grieme** — University of Minnesota  
**Melodie Hamilton** — Connecticut College  
**Tom Hinders/Eric Carpenter** — Oberlin College





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**Tricia Karlin** — Kansas City Public Library  
**Mary Kay** — Humboldt State University  
**Ned Kraft/Lucien Rossignol** — Smithsonian Institute  
**Renee Mansheim** — Eastern Virginia Medical School  
**David Marshall** — Georgetown University  
**Denise Novak** — Carnegie Mellon University  
**Leslie O'Brien** — Virginia Tech  
**Ted Spires** — Southern Louisiana University  
**Nancy Stanley** — Penn State University  
**B. E. Sweetman** — Hamilton College  
**Lori Ann Thorrat/ Sharon Briggs** - University of Rochester  
**Jeri Van Goethem** — Duke University

**Survey — April 1998 — Electronic  
Content Management Systems**

Librarians know, better than anyone else, the value of information and the issues of data management in the digital environment. Many diverse groups are addressing this topic, both here and abroad, including publishers, authors' groups, aggregators of information, and those who provide the pipelines for electronic dissemination. Some of the programs, referred to as Electronic Copyright, Content, or Rights Management systems, are in development and include: **IMPRIMATUR**, **COPICAT**, and **COPYSMART** in Europe; **PQD**, **Of-Course**, **COPYRIGHT DIRECT**, **NetPaper**, **Information Marketplace**, and **SOFTLOCK** in the United States.

These various systems may make librarians' jobs easier, but it will take some time before the ideal system is achieved. Some define these systems as those which: "can help process business transactions and can provide distributed data management, key building blocks for digital asset management systems." ("EMC Technology Forecast," **Price Waterhouse Firm Services BV, Inc.**). Perhaps the most practical aspect of any content management scheme is the Rights Management portion. This describes security measures, permissions capability, and rules for delivering, reviewing, distributing and having access to content. We hoped to learn how today's librarians are dealing with digital content for electronic reserves, distance learning, interlibrary loan, special collections online, and electronic publishing.

In an attempt to assess librarians' interest in content management, we surveyed three typical academic institutions. One was a major state-owned university on the West Coast, another was a Southern medical school library, and the third, a major liberal arts college in the East. Our first question asked:

"What factors should be addressed in order for librarians and their institutions to have the ability to execute online permission requests and licensing transactions for digital and print materials?"

**Renee Mansheim**, from **Eastern Virginia Medical School**, suggested: "What is the library's responsibility to inform and to monitor use of online information by the library's clients? If the library subscribes and links to a resource, what sort of notice must the library give to the client of the conditions for use? Must we put a notice ahead of the link to the source? Should the source itself state conditions for legitimate use?"

**Julia Gelfand** at the **University of California at Irvine** made these comments: "I don't believe the online contract would be acceptable. Good idea to send documentation that way. Would circulate for approval. Electronic transactions would be useful for review purposes and for circulation and review by more than one person."

**Pamela Goude** of **Dartmouth College** comments: "a) Print subscriptions are often with ven-

dors and proof of payment is requested from the publisher. Suggest vendors be allowed to mount license agreements/permissions requests on their WWW pages and indicate the subscription terms as when submitted to publisher. b) Subscriber from mailing labels are often discarded when journals are unpackaged at receipt, and are often required on such agreement. An easier way of obtaining these numbers for subscribers would be very much appreciated, or not required at all. Wouldn't invoice information serve the same purpose, or an existing mailing label with the publishers' system?"

such the ID numbers carded when journals are unpackaged at receipt, and are often required on such agreement. An easier way of obtaining these numbers for subscribers would be very much appreciated, or not required at all. Wouldn't invoice information serve the same purpose, or an existing mailing label with the publishers' system?"

When we asked our next question — "How is your institution, or consortium, addressing rights issues for distance learning and electronic reserves?" we found **Dartmouth** was not deeply involved in distance learning "although some of our passworded electronic resources all are available to faculty who are offsite as long as they remember the password. Most of our subscriptions are IP-based access and that's how we prefer it."

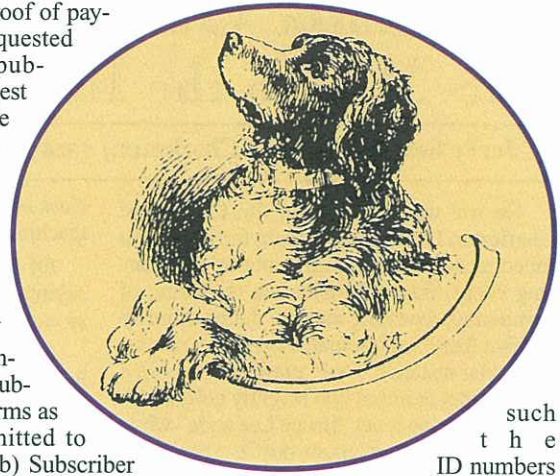
**UC Irvine** responded: "Electronic resources are addressed through an access report. Faculty identifies what they want available and they are available on 24-hour reserve to access for printing. Can access through personal terminals. This is still new. Offered to public in January. So far, so good!"

Renee stated: "We're not there yet."

Our third question, "How do you handle, or expect to handle, interlibrary loans of digital resources and how are electronic interlibrary loans being addressed in site licenses you work with today?"

We had some curious answers. One said: "To date we do not subscribe to electronic resources that we do not also have in print, so ILL

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# You Gotta Go to School for That? — Pac-Man in the Information Arcade

by Jerry Seay (College of Charleston) <seayt@cofc.edu>

On my way home from the College of Charleston I had wandered into the local mall video arcade, attracted no doubt by the whirring beeps, flashing lights, the throbbing of competing, repeating musical themes, and by the fact that I am fascinated by games. In this particular instance, I was attracted by a video cabinet that featured two brightly colored dinosaurs duking it out "Bruce Lee style" while tiny humans in caveman outfits scrambled underfoot trying to avoid becoming dino toe jam. The name of this gaming wonder was *Primal Rage!* and it was quite interesting to observe the demo screen sorting through a series of different dinosaur combatants with different backgrounds and weather phenomenon (the battle on ice was particularly exciting).

As I was enjoying this primal slugfest, a small boy of about eight years of age stepped abruptly in front of me, obscured my view of the screen, said, "Excuse me, sir," and gripped the control knobs.

Feeling as if I was suddenly the intruder, I muttered, "Sure," and stepped back while the kid dropped two quarters into the machine, chose a dino avatar from a selection of gruesome beasts on the screen, and proceeded to beat the stuffing out of another dinosaur.

The kid was a master. His hands jerked knobs and pushed buttons on that game panel faster than a good typist on a keyboard. He was deep into it too, as evidenced by his moans and unabashed shouts of, "oooooo" and "ahhhh" and "way cool" every few seconds. Every now and then, without taking his eyes from the screen, he would shout, "Hey, Mom, come watch this!"

Of course I'm sure his mom, who was nowhere in sight, would have been proud to see her little darling's virtual Jurassic beast bashing the stew out of everything in site. But, the boy was clearly enjoying himself. In fact he was enthralled.

Watching the excitement and pure joy emanating from this child, of course, could bring only one thought to my librarian's mind: "Boy, I sure wish I could get my Library 101

class only half this excited about what I was teaching them."

Of course, I then could hear my students saying back, "Yeah, if you could make it half as exciting as this, we would be."

To which I would wittily reply, "Yeah, if I had a machine like that thing to help me teach Library 101, it would be exciting." (Of course, dinosaurs would not necessarily be involved. Though I certainly would not rule them out.)

In fact, as I wandered ever farther down fantasy lane, I wondered how such magic machines might affect the library. My thoughts careened dangerously deeper. Indeed, why not have such machines in the library? It would give a whole new meaning to the phrase "information arcade." Can't you just see the excitement it would generate? Golly, just think of it ...

*(slow blurring wavy picture fades to interior of a library full of video arcade machines)*

It is a day not unlike any other day. Worldly bored patrons wander into the library thinking somberly that this is just going to be another average day of information gathering. But, wait! A patron approaches a terminal of the online system, picks up a set of headphones to put on her head, and the computer suddenly comes to life with flashy graphics and pulse pounding music. The patron types in her search and whoosh! The number of hits on her subject blink crazily on the screen, the music rings out, and a message flashes up that "you have hit the jackpot, choose whatever item you wish!"

Next to her a patron groans audibly as a gong sounds and a booming voice from the machine intones into his headphones, "you have failed miserably in your search attempt, Mortal. Choose wisely this day a new search strategy. You now have only two lives left!"

Across the aisle a patron is intently peering at a screen that shows a heavily armed cartoon character weaving in and out of library stacks stalking a journal article. The patron's sweating hands are gripped tightly around a joystick that he jerks viciously whenever an article runs by on the screen. Suddenly, an ar-



ticle on his subject appears. With steely determinism he fires off a short burst of fire from his joy stick. Direct hit! He has bagged another one. Another shot like that and his research will be done.

Nearby, a patron has chosen a somewhat less violent form of searching the online catalog: *Pac-Librarian*, a more advanced form of *Pac-Man*. With amazing skill toned from many hours of online searching, she deftly maneuvers her pac-librarian through a maze of stacks on the screen, gobbling up call number tidbits (for energy of course) along the way. Then, in an instant, the prize appears. A golden door opens on screen filling the screen with brilliant light. A multi-item menu appears. Carefully, oblivious to the in depth research occurring around her, she chooses item number 4. The screen lights up with color. A deep voice speaks through her headphones, "You have chosen wisely, Mortal. The library owns two copies of this book. Choose this day how you would like the book delivered. Press one for manual check out, Press two for interlibrary loan. Press three for direct brain down-link. Please have your brain adapter ready to plug in if you choose number three ..."

*(image becomes wavy as view fades out quickly)*

Okay, okay. I guess I was doing good until I came up with that direct brain down-link thing. Admittedly, *that* part is still a long way off in the future. But, hey, the "information arcade" thing just might fly, making *the* library the exciting, hip place to be. Throw in a coffee shop, a trinket store or two, and a really upscale snack bar, and viola — the library is ... a mall. Hmmmmmmmm. Come to think of it the library already *is* the hip and exciting place to be. If only more folks realized that. What if ... ? Maybe ... maybe an online terminal with *Info Invaders*. 🐱

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is legitimate."

Another said: "Most of the site licenses do not allow this. Public and walk-in use is available, but materials cannot be loaned out. We are directing the public to the URL and encouraging them to return personally. Just starting this."

The last institution responded that, "we

have not provided ILL using electronic resources as yet, nor have we requested any digital loans. The issue has been discussed at length, but we are taking cautious steps in this area. It is inevitable that this issue will become more pressing in the future."

The fourth survey question asked: "Is your library putting any of its special collections online and do you plan to charge for access to these electronic collections?"

Dartmouth said: "Any of our collections

that are mounted online are free to all Dartmouth users. They are passworded for access, using the college mail directory. Any patron/ staff/faculty member with a valid email account can access our online materials."

Another librarian said: "We are exploring the potential for the future, but we are not doing this right now. We are looking at resources that lend themselves to this possibility."

The final library answered simply: "No plans."

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**Mario Casalini Interview**  
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and this dates back to the time when Florence was the capital of Italy. The National Library of Florence also houses the **Italian National Bibliography**. The other so-called national libraries would really be better described as "regional", or branch, libraries.

Yes, Italy does have a depository system. By law, every printed book or journal must be sent to a government agency — five copies if it's a new publication, three copies if it's a reprint. One copy must go to the **National Library of Florence** and one to the **National Library of Rome**. The real problem is that this law does not include any real sanctions and, as a result, it is frequently ignored.

*ATG: You sell books and journals to libraries in the United States? Do you have clients in other countries?*

**MC:** Yes, although naturally we still supply principally to libraries in the United States, we now also sell both books and journals to many countries throughout the world.

*ATG: How many Italian journals are published? How do you handle subscriptions?*

**MC:** That is a good question. We have about 9,000 journals in our database. Obviously some of these have ceased publication but there are probably about 7,000 titles which are currently active. Journals are about 12% of our business. We have developed our own internal system for handling the journals, which are supplied to our library customers directly from our offices. We stopped asking publishers to send issues direct to libraries nearly 20 years ago because we found this method was not reliable. Issues failed to reach the libraries and often library claims reached us too late to obtain copies. This led to gaps in collections which were almost impossible to fill. We now collect everything here and, depending on quantity, ship issues to the libraries every two weeks or once a month by air freight. The automated service allows us to record the arrival of every issue, pick up and claim missing issues immediately and generally offer a much quicker and more accurate service.

*ATG: Are many scientific journals published in Italy or do your scientists tend to publish in foreign journals?*

**MC:** Although a number of important medical journals are published here, Italy doesn't have many expensive scientific journals. The majority of these are published in the United States, Britain and Holland. Italian scientists do tend to

publish abroad. They largely choose the English language so that their work is better known and more widely distributed.

*ATG: What type of electronic publishing is going on in Italy? How about CD-ROMs?*

**MC:** This sector is obviously not as advanced as it is in the States but it is certainly developing fast and we ourselves are closely involved in promoting and supplying materials in these forms.

*ATG: How many publishers are there in Italy?*

**MC:** This is a difficult question to answer. Publishing in Italy differs from publishing in most other countries. The **Italian Publisher's Association** has around 400 members, but there are many small prestigious publishers who are not members. There are also many others: learned societies, small regional and local publishers, universities, banks, museums, exhibition and conference organizers, even individual academics, all involved in publishing on subjects spanning the entire cataloging classification range but many of these are not registered as publishers at all.

*ATG: You don't seem to have university presses over here. Publication is done by various departments of the university. Doesn't this make it difficult to locate materials?*

**MC:** You are quite right, the concept of the university press is not Italian. There isn't really an equivalent. And the various university departments you mention should mainly be added to my list of "occasional" publishers who, when they do publish, may do so through any academic publisher they happen to choose. The difficulty in locating titles is very obvious and brings us back to the beginning of our talk. To enable **Casalini Libri** to offer a coverage which was as near as possible to comprehensive, it was absolutely imperative for us to build up a reliable network of contacts throughout the country. Even so, we still have to use email, faxes and spend a lot of time on the telephone to track down specific publications.

*ATG: How many books are published in Italy that are the kinds of books that you supply to libraries?*

**MC:** An average of 44,000 titles are published annual in Italy. Of this total, 27,000 are new titles, 3,000 are new editions and 14,000 are reprints. Over 25% of the total are translations. Many of the others are vanity press, non-commercial or promotional material. We obviously supply any title a library may order (ranging from a book on making pasta to a highly academic specialist work). However our own market is primarily academic and, of course, our own annual biblio-

graphical coverage reflects this. It amounts to approximately 15,000 records in all subject fields and includes, for example, non-commercial art publications, first issues of new periodicals and audio-visual material including CD-ROMs.

*ATG: What's the book trade like in Italy? How is it organized?*

**MC:** I would love to be able to give you a succinct reply to this but unfortunately the very nature of the book trade in Italy defies any brief analysis. Suffice it to say that it reflects the complex cultural history of the country itself, which has only been a unified nation since the second half of the last century. Before that it was a patchwork of many small, contrasting independent states. Instruction was only for the elite and even today the average Italian is not a great reader. Nevertheless, Italy has one of the oldest and most glorious literary traditions in the world. Publishers constituted an entrepreneurial class which worked hard to promote the instruments of knowledge and stimulate interest in culture but only a very few (**UTET**, **Olschki** and **Hoeppli**) were able to build modern commercial structures before the first war. The majority developed after that war, only to be plunged into considerable political instability almost immediately afterwards. Today, the Italian book trade is made up of publishers large and small, distributors and bookstores as well as the mass of other small producers. However, the market has changed greatly since the early 1980s and in recent years we have seen a tendency among the larger, more commercial publishing houses to regroup and merge. There is also greater and greater competition between the bigger bookshops and the large organized distribution networks. The aim is to reduce costs and to maximize sales channels. Both these factors, although positive in themselves, tend to limit the field, making life more difficult for the small prestigious publishers, whose titles are more academic and slower to sell, and the more elite little bookshops have difficulty in competing with the big chains. However, as book exporters to academic libraries, we are fortunately, not affected by the negative aspects of this situation. In a sense, our very existence helps maintain both the smaller academic publishers and presses. 

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When it came to the fifth question: "Is your institution interested in developing an electronic capability to supplement or replace existing commercial products? If so, is your library involved in the process?" — Only **UC Irvine** was active here. **Julia Gelfand** stated: 1) "We are looking at electronic commercial

fulltext products and possibly making them available; and 2) We are not doing this at this time because we need to refine what we've got."

For the final question of the survey we asked: "Are there any other comments you would like to add about electronic permissions and may we quote you or mention your institution as a participant in this survey?"

We received 100% permission to quote our respondents.

In summary, only a few institutions have put their toes in the electronic content management waters but the interest is definitely there. Online permissions may be a great idea but it will take time to implement. Let's look at this topic again in a year or so and gauge the changes in rights management applications. And, thanks to **Renee Mansheim**, **Julia Gelfand**, and **Pamela Goude** for their participation in this fairly complex survey. 