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BACK TO THE SCRIPTO

Amid budget woes, vendors and librarians find a common purpose

By Carol Tenopir, Gayle Baker, & Jill E. Grogg

Picture medieval monks hunched over their desks in the scriptorium as they labor to copy manuscripts. A 21st-century version of this activity is being repeated daily in the world's libraries and publishing houses as major digitization projects seek to preserve millions of printed books and documents. The work of medieval scribes ensured that the classics were available when the invention of movable type and the printing press made books accessible to the masses, transforming the world. Today's laborers are hunched over digitization equipment, but their goal is the same: copying and preserving resources so they are available now and into the future.

Large-scale book digitization projects were much in the news as Google, the Authors Guild, and the publishing industry reached a settlement that will compensate authors and publishers for the scanning of books still in copyright. Microsoft's decision to abandon its Live Search Books digitization project left Google and Europeana (funded by the European Commission) as the major massive collaborative digitization efforts in the Western world, along with hundreds of projects within individual libraries and archives.

But these are not the only digitization projects. Many companies added digital collections of books and historical documents to their offerings this past year. ProQuest, Project MUSE, Paratext, Chemical Abstracts Service, Gale Cengage, IEEE, and others continue to upgrade their historical newspaper, journal, and document collections. In addition to journals and books, Ithaka/JSTOR is increasing its historical primary source materials, as is Rotunda (University of Virginia Press), Readex, and Adam Matthew. And EBSCO's new EBSCO*host* content viewer provides readers of historical collections with a visual overview of complete documents or journal volumes to allow better browsing.

Illuminating manuscripts

Just as illuminating manuscripts added interest and color to make those volumes stand out from less-attractive black-and-white text-only documents, today's publishers are including audio, video, and interactive features to make their products more compelling. Many of these target schools: the multimedia Grolier Online from Scholastic Library Publishing has links to curriculum materials; Encyclopedia Britannica's Learning Zone includes curriculum materials and activities for children; Accuweather Education Division has a database of Associated Press photos for educational purposes; ARTstor provides images for teaching and research. Video collections from Alexander Street Press and H.W. Wilson's new Cinema Image Gallery are aimed at both general and specialized audiences.

Others are enhancing their more traditional content with Web 2.0 features. ABC-CLIO's "Historians on History" podcasts cover important historical events (e.g., Cold War, Arab-Israeli conflict) with commentary by editors and historians. BioOne put in RSS feeds; Cambridge University Press's online products can share bookmarks and notes across users; Credo Reference will gain a feedback widget; and users can listen to articles on WilsonWeb via streaming audio with its new ReaderSpeak tool that converts text to audio, or download the audio files onto portable devices.

Expert Business users are not left behind either. Factiva business and academic users can now access multimedia informa-

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tion about companies, or listen to articles through ReaderSpeak, while Knovel's technical books include interactive tables and graphs that can be exported into spreadsheets or other software. LexisNexis's Statistical DataSets lets business users view data in charts and graphs and manipulate data in spreadsheets, and the Organisation for Economic Co-operation and Development's OECD.stat makes it easier to access and manipulate statistical data with its "Beyond 20/20" statistical browsing tool.

Miniature books

Well-traveled gentlemen and ladies who wanted to take reading materials with them welcomed the development of miniature books by Gutenberg's assistant in 1468. Back then, minia-

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ture books were no bigger than three to four inches and were a novelty for collectors as well as a practical solution to reading on the go. Although today's digital book readers are significantly bigger than three inches, miniature books are once again the rage as publishers design content for mobile phones and other handhelds.

OCLC WorldCat Mobile is a pilot project that combines bibliographic information with a mobile phone and GPS navigation to lead users to the nearest library that has the mate-

rial they want. American Psychiatric Publishing offers many of its books on PDAs, now the norm with medical publishers. In fact, a medical publisher has to offer PDA options to stay relevant with physicians.

Also commonplace are book collections specifically designed for mobile phones, including Safari Books, Amazon Kindle for the iPhone, and BBC Audiobooks. Others, including Factiva, Hoover's, PubMed, and Westlaw, offer e-resources for mobile devices. Factiva Mobile, for example, lets subscribers to Dow Jones SalesWorks or DowJones Companies & Executives access news, information about companies and executives, and stock quotes on BlackBerrys.

Books on the go don't need to be miniaturized if they can be downloaded to e-ink devices such as the Sony Reader or Amazon Kindle. NetLibrary and EBL offer collections for the Sony Reader, and, of course, many trade books are available for both devices. Some libraries, including Penn State's, are offering portable readers to patrons in order to enhance the use of their leisure reading collections.

Gutenberg's revolution

The notion of a digital revolution much like the one sparked by Gutenberg's movable type printing press is by now a cliché. Still, ebooks took longer to be widely adopted than some predicted. By now ebooks in the library world are mainstream. Organizations that specialize in ebooks such as ebrary, Safari Tech Books Online, NetLibrary, Books24x7, Elsevier, and Springer continue to add titles to their hefty output, so together they extend tens of thousands of titles through libraries.
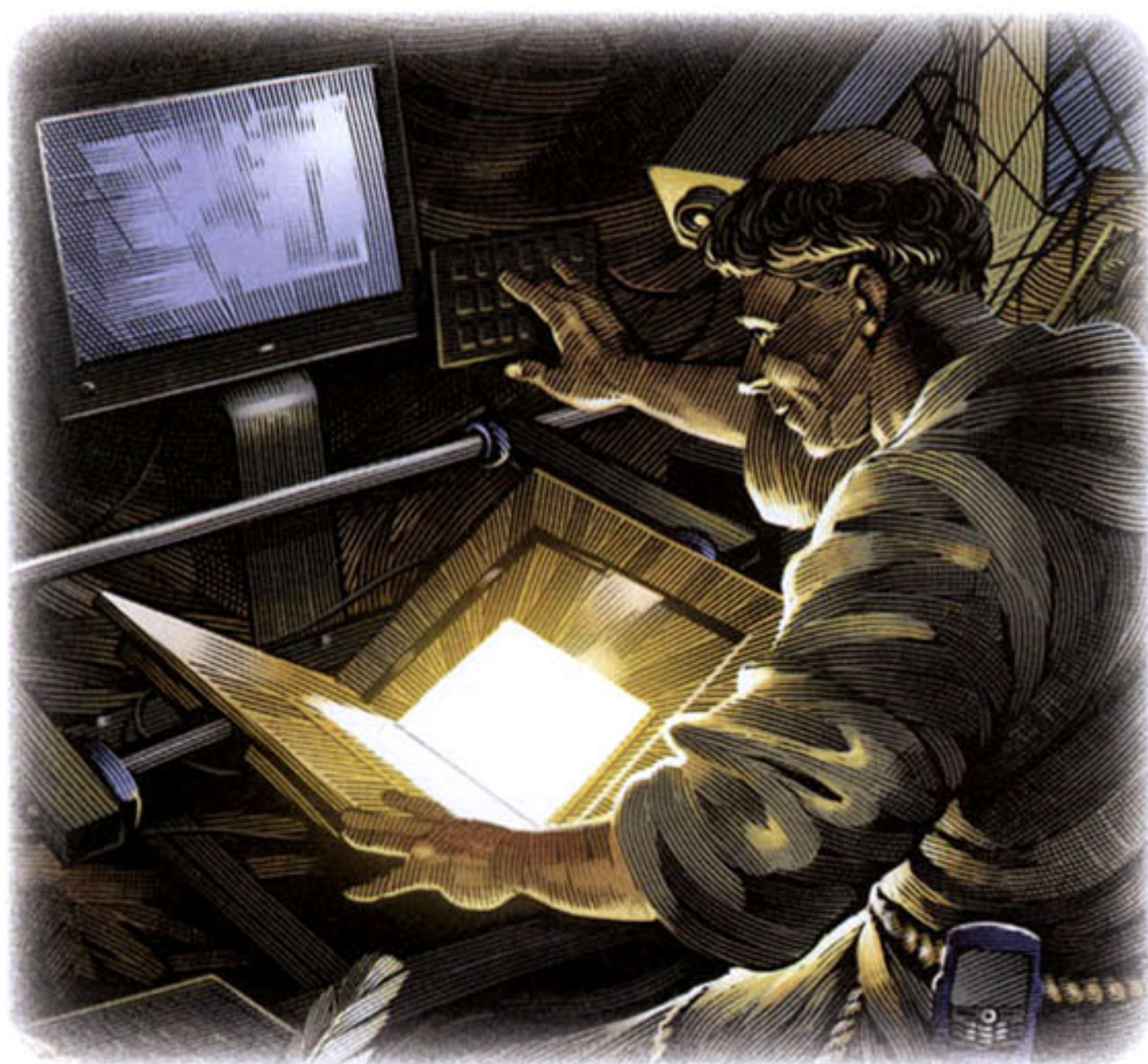
While now routine, tables of contents or back-of-the-book indexes weren't available in the first books. These standard features took a while to develop to solve growing navigation and information retrieval problems. Standards that allow digital navigation and retrieval have developed more quickly, but we still have ways to go. Many companies (e.g., Brepols, Books 24x7, Oxford University, Morningstar) have enhanced their compatibility with standards, including DOI-linking, OpenURL, and/or COUNTER-compliance. HighWire's new H2O e-publishing platform features new architecture that will allow it to adapt quickly to new standards.

Standards allow increased platform enhancement and product integration. CAB Abstracts is migrating its products to two new platforms. Several others are offering cross-searching among their products—not surprising considering recent mergers and acquisitions like ABC-CLIO/Greenwood, Taylor & Francis/Haworth Press, and ProQuest/CSA. Taylor & Francis's Informaworld combines access to all of its content. OvidSP combines functionality from the old Ovid and SilverPlatter systems, while Ovid Universal Search provides federated searching across OvidSP and other services. American Institute of Physics and 20 other professional societies are partnering in the federated search engine Scitopia.

A new dark age?

Back in the day, before the printing press made books more affordable, only the well-to-do could afford libraries of manuscripts. Similarly, many companies are concerned with how libraries will face growing budgetary problems. Twenty-two

of the 39 companies that responded to our survey cited the budget as the most important issue in 2009. Demonstrating value via high usage or enhanced and intuitive platforms will become even more crucial as libraries decide which products to keep or cancel. In response to the economy, many companies have frozen prices and are releasing fewer new collections in 2009, focusing instead on improving existing collections.

The notion of ROI (return on investment) echoed throughout many of the responses. Clearly, libraries want to know which products give them the best value for their money. Hence, tools that help libraries measure usage and merit were mentioned by several companies as important extras to commercial products. Thomson Reuters's InCites, for example, helps universities evaluate their research output.

FIRMS AND THEIR DATABASE SERVICES

ORGANIZATION	SIGNATURE PRODUCT	CONTENT TYPES	PRIMARY SUBJECT	% OF SERVICE TO LIBRARIES	PRICING
AARP	AgeLine Database	Bibliographic databases, full-text content	Multidisciplinary	>75	F
ABC-CLIO/Greenwood	American Government, Daily Life Online, Pop Culture Universe	Encyclopedias, reference books, primary documents, tutorials, ebooks	Arts & Humanities	>75	C
ACLS Humanities E-Book	ACLS Humanities E-Book	Full-text ebooks	Arts & Humanities	>75	F, O
Adam Matthew Digital	The American West	Bibliographic databases and periodicals and newspapers	Multidisciplinary	>75	F
Alexander Street Press	American History in Video	Full-text periodicals and newspapers, streaming video and music	Arts & Humanities	>75	F, O
American Psychiatric Publishing	DSM Premium at www.PsychiatryOnline.com	Fact books, full-text periodicals and newspapers	Life Sciences	>75	F
Annual Reviews	37 Annual Reviews publications	Reference books, full-text periodicals	Life Sciences	50–75	O
Arcitext.com	Daily Mirror archive, 1903–present day	Full-text newspapers, as-published pages with images for view and/or download	News	50–75	F, O
BioOne	BioOne Collection	Full-text periodicals	Life Sciences	>75	F
Books24X7 Library Sales	Bundled subscription of ITPro, EngineeringPro, BusinessPro, & FinancePro	Reference books, book summaries, MP3 audio	Other Sciences & Engineering	>75	C, O
R.R. Bowker	BooksinPrint.com	Bibliographic databases, directories, encyclopedias, reference books	General Interest	50–75	C, O
BRILL	Brill Online	Bibliographic databases, directories, reference books, full-text periodicals, microform, primary sources	Arts & Humanities	>75	C, F, O
CABI	CAB Abstracts	Bibliographic databases, encyclopedias, reference books, full-text periodicals, mixed media	Other Sciences & Engineering	>75	C
Chemical Abstracts Service (CAS)	The CAS Registry Database	Bibliographic databases, statistical databases	Life Sciences-Medicine	NR	C, F
Columbia University Press	Columbia International Affairs Online	Reference books	Social Sciences	>75	P, O
CQ Press	CQ Researcher Suite of Products	Directories, reference books, full-text periodicals, statistical databases	Social Sciences	>75	F, P
CRC Press	ENGnetBASE	Reference books, chemical databases	Other Sciences & Engineering	>75	C, F
Credo Reference	Credo Reference	Encyclopedias, reference books, atlases, biographies, dictionaries	Multidisciplinary	>75	F
Dow Jones	Factiva.com	Full-text periodicals and newspapers, multimedia content, free web content	News	<25	C
ebrary	Academic Complete Subscription Collection	Directories, encyclopedias, reference books, full-text periodicals, sheet music, journals, maps, reports	Multidisciplinary	>75	C, O
EBSCO Publishing	Business Source and Academic Search line of products	Bibliographic databases, directories, reference books, full-text periodicals and newspapers, statistical databases	Business-Economics	>75	F
Elsevier	ScienceDirect	Bibliographic databases, encyclopedias, reference books, full-text periodicals, monographs	Life Sciences-Medicine	>75	C

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Elsevier plans to launch tools to help research administrators find sources and compete for resources.

In addition, some companies are offering free tools to enhance their products' worth as much as possible. For example, Sage Library Resource Center and Dialog's Quantum2 provide materials to help librarians with user instruction. CAS has a new discussion group for SciFinder.

The 2009 database marketplace is bounded by two extremes: massive digitization projects to increase access and retrenchment owing to budget worries. Back in the scriptoria of medieval Europe, scribes ensured that copies of the world's knowledge survived the Dark Ages. We can only hope that growing budget woes brought on by the worldwide recession don't create a new dark age. ∎

ORGANIZATION	SIGNATURE PRODUCT	CONTENT TYPES	PRIMARY SUBJECT	% OF SERVICE TO LIBRARIES	PRICING
Emerald	Emerald Management Xtra Plus	Bibliographic databases, reference books, full-text periodicals	Business-Economics	>75	O
Facts On File	Science Online	Encyclopedias, reference books, full-text newspapers, primary source documents, videos	Social Sciences	>75	O
Gale Cengage	Dictionary of Literary Biography, Literature Resource Center, Global Issues in Context	Directories, encyclopedias, reference books, full-text periodicals and newspapers	Multidisciplinary	>75	P
HighWire	ePublishing platform	Bibliographic databases, directories, reference books, full-text periodicals and newspapers	Life Sciences-Medicine	>75	O
IGI Global	InfoSci-Journals, InfoSci-Books	Bibliographic database, encyclopedias, reference books, full-text periodicals	Multidisciplinary	>75	F
Ithaka/JSTOR	JSTOR	Full-text periodicals, primary source materials	Arts & Humanities	>75	F
LexisNexis Academic & Library Solutions	LexisNexis Academic	Bibliographic databases, full-text periodicals and newspapers, statistical databases	Social Sciences	>75	F
Marquis Who's Who	Who's Who in America	Directories, reference books, biographical databases	General Interest	>75	C, F
Nature Publishing Group (NPG)	Nature	Full-text periodicals and newspapers, online-only gateways, multimedia	Life Sciences-Medicine	50–75	P
OECD	SourceOECD (in 2009 to become OECD iLibrary)	Reference books, full-text periodicals, statistical databases, video clips	Business-Economics	>75	F
Oxford University Press	Oxford English Dictionary Online	Encyclopedias, reference books, full-text periodicals, monographs, primary sources	Multidisciplinary	>75	P
Praeger Security International	Praeger Security International Online	Encyclopedias, reference books, monographs	Multidisciplinary	50–75	F, P
ProQuest	ABI/Inform, Early English Books Online, ProQuest Historical Newspapers	Bibliographic databases, encyclopedias, full-text periodicals and newspapers	Business-Economics	>75	F
Readex	Archive of Americana	Full-text newspapers, primary source materials	Social Sciences	>75	NR
ReferenceGroup	ReferenceUSA	Reference books	Business-Economics	>75	C, F, P
Rittenhouse Book Distributors, Inc.	R2 Digital Library	Encyclopedias, reference books, textbooks, monographs	Life Sciences-Medicine	>75	O
Rosen Publishing	Teen Health & Wellness: Real Life, Real Answers	A–Z listings, interactive polls and quizzes, self-help tools, first-person narratives	General Interest	>75	F
SAGE	SAGE eReference	Reference books	Social Sciences	>75	B
Springer	Springer eBook	Bibliographic databases, encyclopedias, reference books, full-text periodicals, protocols	Life Sciences-Medicine	NR	F, P
Standard & Poor's	S & P Global	Directories, statistical databases	Business-Economics	NR	NR
Taylor & Francis	Europa World Plus	Bibliographic databases, directories, reference books, full-text periodicals	Arts & Humanities	50–75	C, F, P
UKPressonline	Daily Mirror archive, 1900–current archive	Full-text newspapers	News	>75	C, F, P, O
Wiley-Blackwell	Wiley InterScience	Directories, encyclopedias, reference books, full-text periodicals, statistical databases	Multidisciplinary	>75	C, P
Wilson	Reader's Guide to Periodical Literature	Bibliographic databases, reference books, full-text periodicals	Arts & Humanities	>75	C

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