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I Hear the Train A Comin' — An Interview with Catherine Mitchell, Director of eScholarship

Column Editor: **Greg Tananbaum** (Founder and CEO, Anianet) <greg@anianet.com> www.anianet.com

The California Digital Library's Publishing Group provides an innovative suite of open access, scholarly publishing services and research tools enabling departments, research units, publishing programs, and individual scholars associated with the University of California to have direct control over the creation and dissemination of the full range of their scholarship. Recently, the group launched a redesign of its most visible project, the eScholarship institutional repository, an IR that is among the biggest (30,000+ objects as of this writing) and most popular (closing in on ten million publication views since its launch in 2002) in the world. The new site features not only a new look, but also more publishing services and enhanced functionality. See www.escholarship.org for more details. I had the pleasure of interviewing eScholarship Director **Catherine Mitchell** about these developments.

GT: You recently launched a new version of the eScholarship Website. How does it differ from the previous iteration?

CM: Our relaunch of the eScholarship site represents the evolution in our thinking about the roles and responsibilities of the institutional repository. At the most basic level, we reoriented the site away from "the repository" as a destination and toward a clear articulation of the value proposition of eScholarship: the services we offer, the value of those services within the lifecycle of scholarly communication, and the individual benefits faculty could expect from publishing their work with us. At a more functional level, however, we took on what we felt were two weaknesses in our previous site: discovery/access tools and authority.

Since its launch in 2002, eScholarship had been a hosted repository, necessarily limiting our ability to make any significant changes to the user interface provided by our vendor **The Berkeley Electronic Press (bepress)**. With this project, we sought to reclaim control over that interface, while retaining all the advantages of the backend workflows that **bepress** provides. In terms of access and discovery, we implemented XTF as our indexing and display platform. Within XTF, we developed a series of technologies to increase the visibility of eScholarship publications and improve the end user's ability to interact with those publications. We made abstracts and similar items visible within search results. We generated KWIC Pics, which offer users a glimpse into the actual PDF of a publication when mousing over a search term within a results set. We enabled researchers to share publications through a multitude of Web 2.0 applications such as **Facebook**, **Twitter**, **Digg**, etc.



We retrospectively tagged all our publications with disciplinary terms from a controlled vocabulary, allowing us to support browsing by discipline. Most importantly, however, we departed from the classic PDF download requirement by creating an image rendering of each publication that is visible, as with html, from the moment of arrival at the site. This rendered image of the PDF enables us to serve eScholarship content far more efficiently and, at the same time, to embed each publication within its intellectual framework, rather than within **Adobe Acrobat**.

It is this question of intellectual framework which has motivated much of what we have done in the past few years. We are acutely aware of the questions of authority that surround open access publications: Do they carry the same intellectual weight? Should they be counted as legitimate publications for tenure and promotion within the academy? How can we know they come from a reputable source? We felt it was our duty to engage with these questions on a structural level within the site, so documents are now always displayed under the banner of their sponsoring UC unit, department, journal, etc. We also retrospectively determined the peer-review status of all eScholarship content. The original vision for eScholarship had been somewhat more egalitarian, with all types of publications co-existing in a communal environment. Over the years, however, we discovered a strong desire among UC contributors to make explicit those legitimizing distinctions between one type of publication and another. All peer reviewed materials within the site now display their status prominently.

GT: eScholarship seems to be promoting its services. What do these include, and can you provide some examples of practical implementations?

CM: eScholarship provides a suite of open-access, scholarly publishing services and research tools that enable UC-affiliated scholars, departments, and publishing programs to manage the creation and dissemination of their scholarship. Our outreach and marketing campaign, launched in concert with the new site, has focused on highlighting the exciting opportunities that our publishing services offer the UC academic community.

With eScholarship, UC-affiliated faculty and graduate students can publish original scholarly works, including journals, books, working papers, conference proceedings, and seminar paper series, on a dy-

namic research platform available to scholars worldwide.

eScholarship also continues to provide deposit and dissemination services for postprints, or previously published articles. And we soon will be adding ETDs to our list of supported publication types.

Each of these services addresses a particular gap within the scholarly research and communication lifecycle. For many of our contributors, eScholarship represents the best solution for their particular publishing needs. In the inaugural issue of *Transnational American Studies*, for example, the distinguished editors explain their rationale for launching the publication as an open access journal in eScholarship. It seems that transnational topics don't fit neatly into the intellectual framework of most established journals, and scholars in the field, by virtue of their global distribution, often can't even afford the subscription fees for these journals. "Both of these factors effectively shut many scholars out of a cultural conversation to which they [have] much to contribute. A free, open-access online journal, devoted specifically to transnational American studies [is] clearly what [is] needed." And now we have it.

We have recently extended our publishing services further thanks to a promising collaboration with UC Press called **UC Publishing Services (UCPubS)**. Part of the University of California's broader effort to ensure a sustainable scholarly publishing system in support of the University's research and teaching enterprise, UCPubS provides a suite of open access digital and print publishing tools for UC centers, institutes, and departments that produce scholarly books. By coordinating the publishing efforts of UC Press, the California Digital Library's eScholarship program, and publishing partners throughout the UC system, UCPubS extends the University's capacity to disseminate its scholarship to the world. The program also allows us the flexibility to address the complex publishing needs of programs that still require multiple formats to effectively reach their multiple audiences. Open access digital publishing combined with print-on-demand sales substantially raises the visibility and accessibility of these publications while providing a revenue stream back to the publishing program. Again, we have identified an area of under-resourced publishing, and we are delighted to see the significant activity generated across the UC system by the recent launch of this program.

GT: What impact do you see these services having on UC faculty's publication choices?

CM: We seek to fill gaps in the publishing landscape and to provide services that are the best fit for the needs of UC faculty. We know, from field research across the UC system, that there is an enormous amount of pent-up

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demand for a system-wide publishing infrastructure that can support the creation of new journals, the coordination and publication of research presented at UC-sponsored conferences, and the continued publication of the monograph within a rapidly shifting academic publishing environment. These are kinds of opportunities we offer the UC community. We also represent, as an open access publisher, a compelling publishing option for faculty, research units and publishing programs that seek to reach newly defined, cross-disciplinary scholarly communities and scholars in developing nations who may not have access to licensed content. And finally, we provide a single platform for the dissemination of scholarship throughout its lifecycle, from a scholar's earliest working papers to the final, formal publication of his or her research. It turns out that there are a great many folks out there who need just these kinds of services. Indeed, business is booming in the eScholarship offices these days, now that we've learned how to articulate the value of what we bring to the table.

GT: *There has been much discussion within our community about emerging university-as-publisher models. How do the eScholarship activities fit into that discussion?*

CM: As I mentioned previously, UCPubS brings together the strengths of UC Press and eScholarship to create a sort of next-generation university publisher for our clients. Within the California Digital Library, we take very seriously our role as an open access publishing services provider for the University of California. The university-as-publisher initiative, while necessarily engaged in the economics of the publishing marketplace, also represents the opportunity to partner with our faculty by sustaining the infrastructure necessary to support scholarly inquiry, research, and publication. eScholarship works in concert with the rest of the CDL and with UC Press to make available exactly that kind of infrastructure. UC invests an enormous amount of resources in the production of knowledge. It seems only appropriate that it would seek to enable the broadest and most accessible dissemination of that knowledge, from its earliest iteration as a working paper along a continuum to the final, finished publication. Our work represents one arm of that effort to support knowledge production and provide innovative and compelling opportunities for the UC academic community to take control of the scholarly research and publishing lifecycle.

GT: *What does the future hold for eScholarship?*

CM: In the short term, we're just trying to keep up with demand for our services that we've generated with this campaign! Longer term, we have high hopes for eScholarship's next phase, which we expect will include streaming media publishing services; integrated conference services, from proposals to the proceedings volume; integration of content with citation management tools; and the continued growth of our robust journal publishing program (30 journals and rapidly increasing!) 🌱

Book Reviews — Monographic Musings

Column Editor: **Debbie Vaughn** (College of Charleston) <vaughnd@cofc.edu>

Column Editor's Note: *Did you know that February is **Library Lovers' Month**? How refreshing that during this second month of the year, when the winter holidays have come to a close and the New Year's confetti has been swept away, there is a celebration to remind us of the gem that exists for all of us: the Library. Of course, the Library — with a capital "L" — is used here to describe a location and services; a building and all of the knowledge kept within its walls; bricks and bytes; information and people providing access to that information; the Library in all of its many forms: public, school, academic, archives, law, government, et cetera. Long live the Library!*

*What other than library love would inspire **Tatyana Eckstrand** to compile **The Librarian's Book of Quotes**, a delightful gift book for your library-loving friends? And where else but in a library would you be able to explore shamanism in-depth? **ATG** reviewer and library friend **Lawrence Simms** shares his evaluation of **Gary Edson's Shamanism: A Cross-Cultural Study of Beliefs and Practices**. Many thanks to **Dr. Simms** for his valued and valuable contribution.*

Happy Library Lovers' Month, and happy reading, everyone! — DV

Eckstrand, Tatyana. *The Librarian's Book of Quotes*. Chicago: ALA, 2009. 978-0-8389-0988-1. 128 pages. \$22.00.

Reviewed by **Debbie Vaughn** (College of Charleston)

The back cover of **Tatyana Eckstrand's The Librarian's Book of Quotes** boasts that it is the "perfect gift for information professionals and lovers of libraries." While the perfect gift is quite a claim, **Eckstrand's** little volume (it measures 5.5" by 6.5") is, indeed, a nice one to have for personal reference or to give to that special-librarian-someone. The quotes are not arranged by topic, though they do possess a nice "flow." **Eckstrand** includes a biographical dictionary as well as a brief list of sources.

I certainly cannot claim to have studied **ALA's** entire catalog, but the **ALA Editions** that cross my desk are usually guidebooks or handbooks, or they explore strategies regarding a given domain of librarianship (for example, marketing or collection development). **The Librarian's Book of Quotes** is different, however. It does not offer tips or best practices, nor does it provide organizational plans or program samples. **Eckstrand** does not rally around a particular cause, overtly attempt to sway your opinion about libraries and librarians, or even wax philosophical about information and knowledge. Something magical happens, though, when reading the 200 (or so) passages: you are reminded of the gravitational pull that libraries have on people. Like a good smack

on the head, the quotations jog your memory and allow you to recall why librarians do the things that they do — and you might find your inner-librarian-philosopher awakened.

In her introduction, **Eckstrand** explains that **The Librarian's Book of Quotes** is a collection of pearls that rekindled the spark for her at a time when her love for the profession was waning. It is somewhat surprising, then, and also refreshing, that a few of the quotes cast libraries and librarians in a less-than-brilliant (although certainly not a negative) light. And even though I found myself disagreeing with a few of the anecdotes, is there not a better compliment to a book's ability to provoke thought than some minor dissonance with the text?

I would love to see a second volume in **Eckstrand's** collection, perhaps including references to libraries and librarians in popular culture, and/or libraries and librarians in humor. Without a doubt, such a volume should include one of my favorite library-related quotations:

He's like Super Librarian, y'know?
Everyone forgets, Willow, that knowledge is the ultimate weapon.

— from *Buffy the Vampire Slayer*

Edson, Gary. *Shamanism: A Cross-Cultural Study of Beliefs and Practices*. Jefferson, NC: McFarland, 2009. 978-0-7864-3409-1. 295 pages. \$95.00.

Reviewed by **Lawrence J. Simms** (Associate Professor of Classical Studies, Emeritus, College of Charleston)

Shamanism is a complex and multi-faceted phenomenon dating back to the infancy of the human psyche. Among the earliest human attempts at graphic representation are figures that may well depict shamanic activity. Any serious study of this phenomenon

will incorporate material from a variety of disciplines. Unfortunately, over the past few decades New Age enthusiasts have tried to exploit the shamanic tradition for their own characteristically idiosyncratic purposes with

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