

Against the Grain

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If Rumors Were Horses

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Against the Grain

“Linking Publishers, Vendors and Librarians”

ISSN: 1043-2094

Project COUNTER Special Issue on Metrics — The Importance of Being Measured

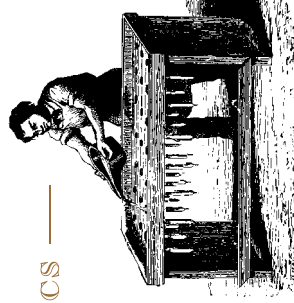
by **Peter Shepherd** (Director, Project COUNTER, Edinburgh, UK)
<pt_shepherd@hotmail.com> www.projectcounter.org

This collection of articles not only cover some of the most significant initiatives on new metrics for journals and the articles they contain, but also illustrate the growing importance of metrics in the evaluation of the status and impact of scholarly publications. As guest editor I am especially thrilled to include contributions from three acknowledged experts in the field: **Joan Bolten**, **Gregg Gordon**, and **Henk Moed**.

A few important, common themes emerge from all the articles. First, there is huge diversity among scholars and the ways in which they use and cite scholarly publications: one size does not fit all in terms of the metrics that provide insights into the impact and value of scholarly publications. Second, there is currently an over-reliance on the citation-based Journal Impact Factor, which is now used for

purposes for which it was never intended. Third, there is now a real potential to develop a range of other citation- and usage-based metrics that will provide new insights into scientific publications and which will complement Journal Impact Factors.

Gregg Gordon, from a Social Sciences and Humanities (SSH) perspective, points out that there are significant differences between different fields of scholarship and argues that SSH requires a more varied set of metrics than do STM publications. He also picks up one theme that echoes through other articles in this collection: that there is currently an over-reliance on the citation-based Journal Impact Factor, which is open to abuse. Instead, he urges the adoption of a wider suite of article-based metrics that cover usage as well as citations.



In his article **Henk Moed**, of Elsevier Science, explains why the Impact Factor is an inadequate measure of the impact and value of journals and describes SNIP (Source Normalized Impact per Paper), the new citation-based measure of the impact of a scholarly journal that Elsevier has developed.

Johan Bolten has led the **MESUR** project for the last four years. During that time **MESUR** has pioneered the large-scale aggregation and normalization of usage data, defined minimal formatting and field requirements for article-level usage data, defined novel impact metrics, and created large-scale maps

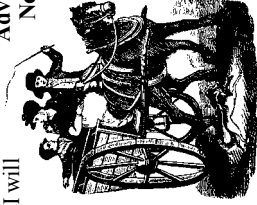
continued on page 16

If Rumors Were Horses

So many Rumors!

Let's see. Hard to know what's more important — people moving to jobs or new babies. In the spirit of the economic recovery, I will focus on **new jobs!**

The incomparably perfect **Mary Page** is now **Associate Director for Collections and Technical Services** at **University of Central Florida!** Congratulations, **Mary!** **Mary** joined the **UCF Libraries** faculty on August 9, 2010. She received her **MLS** degree from **Rutgers University** where she also served in a variety of librarian positions for 19 years. Most recently employed as **Assistant University Librarian** for **Technical Services** at the **University of California-Davis Library**, **Mary** brings with her extensive experience in all aspects of technical services, including acquisitions, serials, collection management and collection development. Among the many leadership positions and service activities in which she has been involved



are the **Ingenta Library Advisory Board**, the **National Academy of Sciences**, **Proceedings of the National Academy of Sciences**, **Library Advisory Board**, and past president of **The North American Serials Interest Group (NASIG)**. She currently serves as a **Director-At-Large** for the **Association for Library Collections & Technical Service Board of Directors**. She was also a guest editor and writer for *Against the Grain* and other professional publications. **Mary** is filling the position vacated when **Jeanette Ward**, the first Associate Director for **Collections & Technical Services** at the **UCF Libraries**, retired in July 2007. www.against-the-grain.com (complete with a charming pic)

The glamorously competent **Xan Arch** has accepted the position of **Collection Development Librarian** in the **Reed College Library**, beginning August 30. **Xan** holds a BA in English

continued on page 6

What To Look For In This Issue:
“The Role of Agency in Content to Come”..... 14

Coping with an Unloved Database... 40
Trend Overload..... 40

Is It Time to Hang Up the Spurs? 53

Lanham Act and Jurisdiction..... 54

Workflows in Paradise: eBooks, Acquisitions, and Cataloging..... 56

Journal Pricing In An Electronic Environment..... 78

Interviews

John B. McHugh..... 44

Bipin Patel..... 46

Rick Johnson..... 82

Profiles Encouraged

Mike Arnold..... 42

John B. McHugh..... 46



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From Your (fishing) Editor:

Went out over the weekend and went fishing on Wadmalaw Island. Last time I fished was with my grandfathers who couldn't swim and loved standing up in the boat to have enough traction against the fish. He was quite a fisherman and never fell in! Anyway, we used to fish with cane poles, nothing fancy, and this time my friends had all kinds of reels, rods, lures, tackle, hooks, bait, you name it. I was using their stuff and, don't you believe it, I didn't catch anything, though I did see a lot of fish jumping out of the water and smiling at me.

Meanwhile, your crack team was working away on the Sept. issue of *ATG*. This issue is guest edited by the diligent and creative **Peter Shepherd** and is on **Metrics and the Importance of Being Measured**. There are four articles by experts like **Gregory J.**

Gordon, Johan Bollen, Paul Needham and **Peter Shepherd**, and **Henk F. Moed**. Our interviews are with **John McHugh** and **Bipin Patel**. **Greg Tananbaum** has a discussion with **Rick Johnson** about **KAUST**. Our two op eds are about trend overload and unused databases. **Tony Ferguson** takes on the **Innovative Interfaces/OLC lawsuit**, **Donna Jacobs** talks about **Blue Bicycle Books** and sustainability, **Tinker Massey** talks about the "r" word, **Lolly Gasaway** does her usual perfect job of answering all our copyright questions, **Dennis Brunning** asks if we have an off-season, **Ramune Kabalius** and her reporters continue to fill us in on the **2009 Charleston Conference**, **Bob Nardini** talks about sales presentations, **Arlene Sievers-Hill** talks about spending large sums of money quickly, both **John Cox** and **Robin Champieux** and **Steve Carrico** talk

Letters to the Editor

Send letters to <ksrauch@comcast.net>, phone or fax 843-723-3536, or snail mail: *Against the Grain*, MSC 98, The Citadel, Charleston, SC 29409. You can also send a letter to the editor from the *ATG* Homepage at <http://www.against-the-grain.com>.

Dear friends and correspondents:

For a while I am in a rehab facility following major surgery on my legs. My email is not working. The best way to get in touch with me is to email my dear niece **Clare Cochran** at <clarehc1@comcast.net> or you can write me at my regular



address: 175 Market St., Apt. 910, Charleston, SC 29401

I'll let everyone know when I'm back home.

David Heisser

Dear Editor:

I saw the picture of your son **Raymond** and your new granddaughter, **Georgia Helen**, in the recent *ATG*. Congratulations! **John Laraway**



about the "p" words, profit and pricing, **Scott Smith** talks about the **Acquisitions Institute at Timberline Lodge**, **Mark Herring** talks about social networking, and **Rick Anderson** talks about the **Google Book Settlement** and soup kitchens.

And speaking of kitchens, since I didn't catch any fish I have to go and cook something for dinner. But first I have to go and find a fishing reel on the Internet. I wonder if **Amazon** sells them online?

Happy end of summer.

Much love, **Yr. Ed.**

Rumors from page 1

and French Literatures and an MA in English Literature from **Stanford University** and a Masters in Library and Information Science from **San Jose State University**. She has served as **Stanford's** Ordering Librarian and most recently as Electronic Resources and Technology Librarian. If we have been keeping up, we know that she got married recently. And here's her new contact information — <xanadu@reed.edu> The <xanfinity@gmail.com> address will also work and her phone number remains the same. **Xan's Under the Hood** column in this issue (p.16) is about **transition** and I would say she knows all about it!

<http://acr/oregon.org/2010/08/05/new-colle-tion-development-libra-ry>
www.against-the-grain.com/

More! The always upbeat **Forrest Link** is the new **acquisitions librarian** at **The College of New Jersey**. I remember **Forrest** when he was at **Blackwell and Midwest**. He is going to start writing a column for us with insights about moving from the vendor world to academe. And **Forrest** will be at the **30th Charleston Conference!**

Even more new job news! **Danny Overstreet** — the magnificent — just started with **Knovel** as their **Academic Sales Rep**. **Danny** will also be handling some corporate accounts in the Southeast.

And last but definitely not least — the younger and younger **John Laraway** has been asked to stay on permanently with **YBP** and has happily accepted. **Mark Kendall** gave him the good news a few days before **ALA**. I hear that **ALA** was busy with very good booth traffic. Looking forward to seeing **John** at the **Charleston Conference** in November!

Wait a minute! Almost forgot. The wonderfully awesome (have you ever seen him ski?) **Matt Nauman** <mnauman@ybp.com> has also been hired by **YBP** as **Academic e-Content manager**. Obviously **YBP** is the place to be. Cute little rhyme, yes?

continued on page 10

AGAINST THE GRAIN DEADLINES VOLUME 22 & 23 — 2010-2011

2010 Events	Issue	Ad Reservation	Camera-Ready
Charleston Conference	November 2010	08/11/10	09/01/10
ALA Midwinter	Dec. 2010/Jan. 2011	10/30/10	11/10/10
2011 Events	Issue	Ad Reservation	Camera-Ready
Annual Report, ACRL	February 2011	01/03/11	01/31/11
MLA, SLA, Book Expo	April 2011	02/28/11	03/21/11
ALA Annual	June 2011	04/04/11	04/25/11
Reference Publishing	September 2011	06/27/11	07/18/11
Charleston Conference	November 2011	08/15/11	09/05/11
ALA Midwinter	Dec. 2011/Jan. 2012	10/31/11	11/21/11

FOR MORE INFORMATION CONTACT

Toni Nix <justwrite@lowcountry.com>; Phone: 843-835-8604; Fax: 843-835-5892; USPS Address: P.O. Box 412, Cottageville, SC 29435; FedEx/UPS ship to: 398 Crab Apple Lane, Ridgeville, SC 29472.



Take a closer look at...

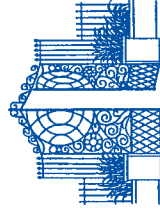
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Rumors

from page 6

Now to the **new babies!** Heard from the hard-working **Cris Ferguson**. She says that her maternity leave has flown by and she started back at work at **Furman** in late August. She says that it was a wonderful summer with all her boys! **Bram Franklin Larkin** was born May 21st at 4:00 AM. He weighed 7 lbs. 5 oz. His big brother **Cullen** absolutely adores him, as do his father and mother.

Not to be shown up, **Amalie Zoe Carpen-ter** was born on May 27. She weighed in at 7 pounds 4 oz and was a respectable 21 inches. **Todd** was at ALA in Washington which he says was extremely busy between several presentations and meetings. **NISO** hosted a very successful 4th annual "Changing the Standards Landscape" seminar in partnership with **BISG** focused on how libraries and publishers deal with items and subitems. **Todd** discussed this in the February **ATG Standards Column** ("Moving to Collections of Items," v.22#1, Feb. 2010, p.82) and he talks about the Standard Landscape seminar in his column, this issue, p.84. The presentations are available online at <http://www.niso.org/news/events/2010/ala2010/nisobisgforum>. Added bonus — there are pictures of **Amalie** here <http://www.flickr.com/photos/future15/sets/72157624192444056/> (see one of **Amalie's** picture, shown here)



Speaking of **ALA**, I was so sorry to miss **ALA Annual** but duty called. My boss of 28 years, **Bob Neville** retired June 30 (the end of our fiscal year — Yikes! — and I had to fill in for him (with his help)). It was a sad, sad occasion when **Bob** left but he is enjoying himself. Just back from visits to Maine and Newfoundland! Oh well, I am trying to wish him well and not be too jealous. BTW, there was a wonderful short write up on **ALA Annual in The Charleston Report** (v.15#1) by the astute **John Riley**. Have you seen it?

Speaking of **John**, he is doing well at **BUSCA** (why not with the effective and cool **Michael Cooper**). BTW, my firm order assistant, **Shirley Jeffries** loves the **BUSCA** Website! www.buscainc.com

Was talking to **John** (above) the other day about print versus electronic books. Boy, there are so many **discussions of eBooks** at the upcoming **Charleston Conference** this year. Be sure and look at the preliminary program which includes over 130 concurrent sessions! It's worth studying the full tentative program before you get here to decide which sessions to attend! I sure am.

www.katina.info/conference

Did you know that **Bowker** has released the new **annual report on book consumer behavior and demographics**. This year's report is particularly interesting for its exploration of new retail channels, including the rise of Wal-Mart, and the explosion of the eBook market, but I think the straight demographic stuff is really intriguing, also. For

example, income and book purchasing aren't related and (only?) 40% of Americans over age 13 purchased a book last year. www.bowker.com

Speaking of Wal-Mart, **Rick Anderson** has a humble but correct opinion about soup kitchens, supermarkets, and the **Google Book Settlement**. See this issue, p.80.

Returning to **babies** and the **Charleston Conference**, the energetic **Heather Klusendorf's** <hklusendorf@ebSCO.com> baby is due by C-section right now! She promises to send photos but, you know what? She will be in Charleston in November and will have plenty of pictures, I'll bet! Ah, youth! I remember being young once! (don't laugh)

Guess what? Just heard that **Becky Lenzi's** older daughter **Sarah** is pregnant again (due in March) meaning that **Becky** will now have two grandchildren. Shucks! She will catch up with me! Congratulations to **Becky, Sarah, Justin** (**Sarah's** husband) and **Marco** (the little brother).

Was so excited to learn from the terrific **Janice Kuta** that the unparalleled **Richard Gedy** has been appointed **Director of Outreach Programmes for STM**. **Richard** is currently Research Director at **Oxford University Press** and will assume responsibility for **STM's Outreach Programmes** upon his retirement from **OUP**. These programmes include **Research4Life** and **patientINFORM** access initiatives, the **ARDI** patent project and **STM's** activities with library organizations. For the last ten years **Research4Life** and its separate **HINARI, AGORA**, and **OARE** programmes, together with **patientINFORM** and **ARDI** have been expertly developed and run by **Maurice Long**, who will be retiring from **STM** at the end of 2010. www.against-the-grain.com/

More welcome news! Who says that invigorating things aren't happening in our world? On September 17, **Dr. Barbara B. Moran** will be appointed as the **UNC-CH School of Information and Library Science's first Louis Round Wilson Distinguished Professor**. The celebration will take place in the Pleasants Family Room of the Wilson Library at 2 p.m. The **Honorable Robert Martin**, former director of the **Institute of Museum and Library Services**; professor emeritus, **School of Library and Information Studies at Texas Woman's University**; and **SILS alumnus** (Ph.D. '86), will provide the keynote address. A reception will immediately follow. The professorship is the result of a gift from the estate of the School's founder, **Louis Round Wilson**, and matching funds from the state of North Carolina. <http://sils.unc.edu/news/2010/moran-distinguished>

Speaking of stimulating, this issue of **ATG** is about **Metrics and the Importance of Being Measured**. All of us are learning more and more about this as we consider what our patrons (end-users, consumers, etc.) really use and need access to as we work to trim our budgets. Many kudos to **Peter** and the fine group of papers he put together. I had to read them all twice but I learned a lot I didn't know. You will too!

Speaking of which, the first **oped** in this issue (p.40) is by **Steve Shapiro** and talks about unused databases. Seems appropriate for the metrics issue. And **Gregory Gordon** (p.18), **Johann Bollen**

continued on page 12

Bet You Missed It

Press Clippings — In the News — Carefully Selected by Your Crack Staff of News Sleuths

Column Editor: **Bruce Strauch** (The Citadel)

*Editor's Note: Hey, are y'all reading this? If you know of an article that should be called to **Against the Grain's** attention ... send an email to <kstrauch@comcast.net>. We're listening! — K5*

FOR PROFITS IN THE CROSSHAIRS by Bruce Strauch (The Citadel)

The Department of Ed is not pleased with the low rate of loan repayment by college students and has focused in particular on for-profit colleges of **Strayer**, **U of Phoenix** and that ilk. A proposed rule would strip the schools of federal funding if the debt repayment rate does not exceed 45%.

The money-losing *Washington Post* owns the money-making **Kaplan**, which is not just the familiar test prep courses but an online university like **Phoenix**. Its repayment rate is 28%. The *Post's* stock has dropped 31% over the past year, and this will not be helpful for them.

*And what will DC bureaucrats read if the *Post* goes?*

See — **Melissa Korn**, "For-Profit Schools Fret Over Repayment Test," *The Wall Street Journal*, Aug. 17, 2010, p.B6.

SCORN NOT THE TV WRITER by Bruce Strauch (The Citadel)

TV writers are churning out 52-page scripts every eight days and are ravenous for material. With that kind of workflow, writers rule on TV shows, and meddling producers and directors can't interfere.

Writers not only get even with childhood bullies and other people who have ticked them off, but can kill off an actor's part seemingly with impunity. **Ed O'Neill** (Al Bundy) of "Married with Children" avows crossing a TV writer is suicide. This was spoofed on "Friends" with Joey getting a soap opera gig, irritating the writer, and suddenly his character falls down an elevator shaft and is eliminated.

Even big time actors are not bullet-proof. **Niccollette Sheridan** died a gruesome death on "Desperate Housewives." "Fantasy Island's" **Hervé Villechaize** was called into **Aaron Spelling's** office and found the waiting room was filled with other little folk who could shout "The plane! The plane!" **Aaron** was tired of his raise demands.

See — **Amy Chozick**, "Revenge of the TV Writers," *The Wall Street Journal*, Aug. 20, 2010, p.W1.

Rumors

from page 10

(p.20), **Paul Needham** and **Peter Shepherd** (p.26), and **Henk Moed** (p.34), contribute papers on the issue of statistics.

Future Dates for Charleston Conferences

Preconferences and Vendor Showcase Main Conference

2010 Conference	3 November	4-6 November
2011 Conference	2 November	3-5 November
2012 Conference	7 November	8-10 November
2013 Conference	6 November	7-9 November

WHAT? THE LIBRARY DOESN'T WANT THOSE OLD BOOKS IN YOUR OFFICE

by Bruce Strauch (The Citadel)

To discard books or not? **Sir John Squire's** 1919 essay "On Destroying Books" notes that "books may not have as many lives as a cat, but they certainly die hard, and it is sometimes difficult to find a scaffold for them." The author threw a sack of inferior poetry books off Chelsea Bridge into the Thames.

Others think no book should be destroyed. Future scholars may wish to study the inferior works of the past.

When the library turns down your gift, there's always Books for Africa and Books for Soldiers.

See — **Cynthia Crosen**, "Dear Booklover," *The Wall Street Journal*, Aug. 20, 2010, p.W4.

WHEN EVEN THE FRENCH SPEAK ENGLISH by Bruce Strauch (The Citadel)

Americans have always been lambasted for not knowing other languages than English. And the failing is getting worse, mainly because beginning the study of a language in the 9th or 10th grade pretty much guarantees you will never master it.

On the other hand, English has won. **Ben Wildavsky's** *The Great Brain Race* describes English as the language of international exchange in commerce and intellectual and scientific matters. The Chinese and the Indians are obsessed with learning English.

And then there's the prediction that adequate machine translations "will almost certainly be available as phone apps within a decade." You'll walk down a street in Cairo talking English into the phone and have it come out Egyptian.

See — **Evan Goldstein**, "What if 'English Only' Isn't Wrong?" *The Wall Street Journal*, Aug. 20, 2010, p.W9.



Still remember the first time I heard about **Johann's MESUR** at the **Fiesole Collection Development Retreat** in Glasgow in 2009.

http://digital.casalini.it/retreat/retreat_2009.html

Speaking of the **Glasgow Fiesole Retreat**, the tartan-wearing **Derek Law** (I still remember his Dickensian "best of times, worst of times" keynote back in November of 2008) was our gracious host and a good time was had by all. In fact I just got an email from **Derek** who was at home watching the diamond Jubilee of the **Royal Edinburgh Military Tattoo** ceremony complete with the Pipes and Drums of the **Citadel!** Shucks! Wish I could have been there. <http://www.edintattoo.co.uk/>

There are two **op eds** in this issue of *ATG*. Why don't you send yours in for the **Charleston Conference** issue or any other issue for that matter? (**Steve** (see above) sent his from the *ATG* Website!) The lovely **Elaine Robbins** (coincidentally of the Citadel Library) has written the second **oped** about **Trend Overload** (p.40). This is a very real problem

continued on page 32

Creating a Common Standard ... from page 30

At this stage, the **PIRUS2** team consensus is that it is not yet appropriate for repositories to attempt to supply **COUNTER**-compliant ARI reports. The ARI standard is still being developed. Technically, it is challenging to incorporate **SUSHI** into the wide range of repository softwares, and there are issues, even among publishers, about the size of **SUSHI** reports, lack of compression, etc. Business-model-wise, it would incur costs/time/effort for each and every IR to undergo regular **COUNTER** audit for compliance.

Publisher Test Usage Data

Ultimately, publishers will supply ARI usage statistics reports via **SUSHI**. However, the ARI Report is not yet an agreed **COUNTER** standard, and **SUSHI** implementations are technically demanding both on the server and client sides, so — for the purposes of the tests — **PIRUS2** has agreed to accept data in MS **Excel** format. Test usage data is now being obtained from the following **COUNTER**-compliant publishers: **ACS Publications**, **Emerald**, **IOP Publishing**, **Nature Publishing Group**, **NEJM**, **OUP**, **Springer**, and **Wiley**.

So far test usage data for 450,000 individual articles from 5,500 journals has been collected and is being processed.

User Interface

A skeletal user interface is in place; its development and testing is ongoing.

Central Clearing House

We face two main challenges in attempting to create a Central Clearing House (CCH) to consolidate individual article usage statistics at

a global level. The first is primarily technical. Not only will the CCH have to receive and manage usage data from a range of publishers, but is also has to deal with the diversity of repository softwares and implementations that are in use.

The second challenge is in persuading repositories, publishers, and other organizations to participate in and support such a CCH service. Meeting this challenge will require us to demonstrate not only the benefits of providing global usage statistics at the individual article level but also that this can be done cost-effectively and reliably.

Functions to be fulfilled by

Central Clearing House

It has been agreed that the CCH will have to perform the following basic functions:

1. Receive and store the following categories of data:
 - a. Open URL logfiles from repositories
 - b. **COUNTER**-compliant usage statistics from repositories, publishers, and other organizations
 2. Harvest Open URL logfiles from repositories, publishers, and other organizations
 3. Collect and collate usage statistics by individual article (DOI)
 4. Store usage statistics by individual article for a specified period
 5. Control access to the stored usage data
- #### Capabilities required of the Central Clearing House
1. Conversion of logfiles to **COUNTER**-compliant usage statistics
 2. Collection, collation, and storage of usage statistics

3. Collection, collation, and storage of relevant metadata
4. Creation and management of a Registry of Participating Repositories
5. Management of access control
6. Billing of costs to participating entities

Organizational options for Central Clearing House

Broadly speaking, there are two organizational options:

1. A global organization that would be responsible for carrying out all the functions listed above
 2. A network of national/regional organizations that would carry out the functions listed above in their own nation/region
- Organizationally, the favoured option is to go for a global organization, as this will make it easier to implement and adhere to standards, and we are now exploring this. International standards organizations already exist in STM publishing and have shown that it is possible to collect and collect large volumes of publication-related data on a global basis. It may well be that no single organization has, or wishes to develop, all the capabilities required, but one can imagine a partnership between organizations with complementary capabilities to create a global service.

Project Timetable and Further Information

Work on **PIRUS2** commenced in October 2009 and the project is scheduled for completion in December 2010. Further information on **PIRUS2** may be found on the project Website at <http://www.cranfieldlibrary.cranfield.ac.uk/pirus2>. 🐘

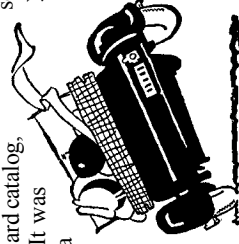
Consistent Squeeze

by **Gary Geer** (Collection Development Librarian, University of South Carolina)
<geer@sc.edu>

"Do you have a consistent squeeze?" asked my boss, **Alexander (Sandy) Gilchrist**. I didn't understand what he was asking me. My task, sometime back in the 1980s, was to figure out how many books we had in certain subject areas. In the days before you could ask and get an answer to this question from a computer, we had to have a method to quickly and accurately count the number of titles on a particular subject. Most card catalog users were familiar with the author, title, and subject sections of the card catalog. The part of the catalog they never saw was called the shelflist. The shelflist was the whole card catalog, but arranged in call number order. It was located in the technical services area of the Library, and not generally accessible to our users. Since the **Library of Congress** call number system is a subject classification system, books with call numbers in the range E 441 to E 665, for

example, all deal with U.S. History, Slavery, and the Civil War. To get a reasonably accurate count of the number of titles in a subject area, we held the cards in that call number range straight in the catalog drawer, measured the width of that group of cards, and then would multiply by the number of cards per inch. To know how many cards there were per inch, you had to be able to squeeze the cards with a consistent amount of pressure while you measured. If you had a weak squeeze, the number of cards per inch might be 50, a strong squeeze and your average might be 75, so your squeeze could make a big difference in your count. It took some practice to get your squeeze consistent and to figure your cards per inch average. I don't remember what my squeeze equaled in cards per inch. I suspect it's a bit less today.

This is a skill they just don't teach in library school these days. 🐘



Rumors from page 12

If you ask me, I have been reading an incredibly interesting book called *Hamlet's BlackBerry: A Practical Philosophy for Building a Good Life in the Digital Age* (HarperCollins, 2010) by **William Powers** about this phenomenon. **Powers** wrote an earlier essay called "Hamlet's BlackBerry: Why Paper is Eternal" in 2005/2007. I think we should have a book discussion group online about this. Anybody interested? <http://www.williampowers.com/about-me>

And did you know that **Elaine Robbins** (see above) is the new editor of *The Charleston Report (TCR)*? www.charlestonco.com

Speaking of **TCR**, the brainy **Laura Barfield**, Systems Librarian at Trident Technical College <laura.barfield@tridenttech.edu>, the last editor of **TCR**, just won an **IMLS planning grant** in her spare time. The project is called "**Lowcountry Foodways**." [As] rapid *continued on page 38*

on animals. The journals most frequently citing this periodical are in fact *Animal Behavior*, *Ethology*, and *Behavioural Ecology and Sociobiology*. *Physiology & Behavior* is more focused on human brain research and is frequently cited from journals such as *Behavioural Brain Research*, *Hormones and Behavior*, and *American Journal of Physiology*. The subject fields covering the two listed journals have different citation potentials (1.5 against 2.4) and raw impacts per published paper (1.8 versus 2.9). Correcting for these differences, their SNIP values are equal (1.2 for both). It shows that this subject category is rather heterogeneous in terms of topics and approaches.

The journal pair in the subject category Applied Mathematics again illustrates large differences among journals within the same subject category. *The International Journal of Nonlinear Science & Numerical Simulation* can be said to cover a more specialized, topical subject, whereas *Communications on Partial Differential Equations* is a more general journal. The Impact Factor of the former is almost four times that of the latter, but the citation potential in its subfield is only one-fourth of that of the latter, so that the SNIP values of the two journals are almost identical.

5. Concluding Remarks

The article introducing the SNIP indicator (Moed, 2010a) provides a list of what the author believes to be strong points of SNIP, a list of issues that should be taken into account when interpreting SNIP values, and problems that have yet to be further analyzed. These points are not repeated here in detail. In summary, the strong points of the SNIP methodology are as follows. The delimitation of a journal's subject field does not depend upon some pre-defined categorization of journals into subject categories; it can be properly calculated for general or multi-disciplinary journals; it corrects for differences in the frequency and immediacy of citation and in database coverage between journal subject categories, but also between periodicals from the same subject category; and it takes into account only peer-reviewed articles.

Important points to keep in mind are that SNIP values tend to be higher for journals publishing review articles or showing a high journal self-citation rate. Moreover, the source normalization applied in SNIP does not take into account the growth of the literature in a field, nor the extent to which papers in a field are cited from other fields. More sophisticated methods to define subject fields using citation analysis can be explored, together with any biases they may cause. Finally, the relationship between rankings of journals based on SNIP and peer judgments on these journals should be further analysed.

Henk F. Moed is Senior Scientific Advisor at Elsevier Science, where he is responsible for ensuring the reliability of the company's bibliometric tools, metrics, and techniques. Prior to his current appointment he spent many years as a senior staff member in the Centre for Science and Technology Studies in the Department of Social Sciences at Leiden University. 🐘

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Rumors from page 32

regional environmental and demographic changes threaten the cultural traditions and memory of the Lowcountry area between Wilmington, North Carolina and Jacksonville, Florida, Trident Technical College Library and the Avery Research Center for African American History and Culture will respond to these threats by establishing a Lowcountry Foodways Project to document the African, Caribbean, English, French, and Native American roots of the region's food-related traditions. This one-year planning project will include recruiting additional partners, conducting oral history interviews, identifying and assessing relevant archi-

An individual's scientific research output. *Proceedings of the National Academy of Sciences*. 102, 16569-16572.

Citation Analysis in Research Evaluation. Dordrecht (Netherlands): Springer. ISBN 1-4020-3713-9, 346 pp.

Measuring contextual citation impact of scientific journals. *Journal of Informetrics*, DOI:10.1016/j.joi.2010.01.002.

A new journal citation impact measure that compensates for disparities in citation potential among research areas. *Annals of Library and Information Studies*, Special Issue celebrating Eugene Garfield's 85th birthday, to be published.

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Rank-normalized impact factor. A way to compare journal performance across subject categories. Paper presented at the ASIST meeting, November 17, 2004. Available at: <http://www.garfield.library.upenn.edu/papers/asistranknormalization2004.pdf>.

Effectiveness of Journal Ranking Schemes as a Tool for Locating Information. *PLoS ONE* 3(2): e1683. DOI:10.1371/journal.pone.0001683.

Detailed methods. Retrieved April 24, 2008, from www.eigenfactor.org/methods.pdf. 🐘

primary sources, and building a database of materials suitable for digitization in an anticipated future project. I am hungry already! (Is it supper time yet?) http://www.ims.gov/news/2010/073010b_list.shm

Tony Ferguson was talking about cloud computing in the last issue of *ATG* (v.22#3, p.86). Turns out that that the focus of the 2010 Charleston Conference Rump Session will be — An open conversation discussing legal, technical and professional implications of distributed and untethered Cloud Services in the library. Talk about an opportunity! www.katina.info/conference/program.php

I believe he was one of the very first Northern ARL-types to set foot at

continued on page 42

Op Ed from page 40

video explaining the library's resources, nor a Facebook post about new databases will bridge this gap. Librarians intending to reach patrons through every means possible risk losing touch with the real needs of the patrons. Molding and using each technological trend can make a librarian feel like information is flooding him/her like water pouring on a saturated sponge. Imagine how the patron might feel. In this instance, for our patrons, I am not sure if the word would be "technophobia" so much as tech-overload. I particularly like the advice of **Alexandra Levit**, a *Wail Street Journal* columnist, who blogs about four guidelines to deal with social networking overload: I would recommend that librarians use these four guidelines when deciding to join any trend: Ask Yourself Why, Consider Your Purpose, Create Boundaries, and Communicate Your Plan (<http://imashable.com/2009/07/30/social-networking-overload/>).

Libraries face an uncertain future — uncertain in that we are unsure how the library will evolve, not that it will cease to exist. There will always be a need for libraries, but we, as information professionals, need to determine how we evolve and make sure we keep our eyes on the real information needs of the patron and not only on the current trends that may make the information literacy void even larger. Trends and advancements certainly often lead to a better library and a better experience for the patron; however, information managers must remember that some trends come and go, but there is a place for traditional, tried-and-true methods of communication and information management for libraries. 🐾

Elaine Robbins is a Reference and Instruction Librarian at The Citadel in Charleston, South Carolina and earned an MLIS from the University of South Carolina in 2007.

Rumors from page 38

the **Charleston Conference**, right **Tony?** has stirred up another controversy with this issue of **ATG**. In his **Back Talk**, p.86, **Tony** takes on the issue of the **OCLC/SkyRiver lawsuit**. AND your crack **ATG** team has a response to his column from **Leslie Strauss of SkyRiver**. See this issue, p.85.

And speaking of ARL-types, was talking to **Tom Leonhardt** <thomasl@stewards.edu> the other day to see if he was lost in Retirement (instead of Lost in Austin). **Tom** says he is not retired but events related to retirement have occupied him since May when he returned to Oregon for the annual visit with family. **Tom** and his wife found a house that they liked and could afford and bought it. All very spontaneous. Now the Austin house has to be sold and **Tom** is

continued on page 52

against the grain's people profile

Collection Development Manager, YBP Library Services
Contoocook, NH 03229
Phone: (800) 829-0379 • Cell: (503) 936-5845
<marnold@ybp.com>

Mike Arnold

BORN: Evanston, Illinois

EARLY LIFE: I lived in Evanston until leaving for Albuquerque, NM to attend college.

PROFESSIONAL CAREER AND ACTIVITIES: **Stechart Macmillan**, a vendor for foreign materials in the academic library 1976-1980. **Moore-Cottrell Subscription Service**, a periodical vendor to special and medical libraries 1980-1982. **Scholarly Book Center**, a vendor supplying approval plans, serials, and firm orders to academic libraries 1982-1989. **Academic Book Center**, a vendor supplying domestic and UK approval plans, serials, and firm orders to academic libraries 1989-1999. **Blackwell**, a vendor supplying domestic and UK approval plans, serials, eBook, and firm orders to academic libraries 1999-2009. I am now with **YBP Library Services**, a vendor supplying domestic and UK approval plans, serials, eBooks, and firm orders to academic libraries.

FAMILY: My wife **Eileen** and I have one son — **Martin**. **Eileen** has three children from a previous marriage that are a major part of our family and have given us 5 grandchildren — 2 handsome boys and 3 beautiful girls.

IN MY SPARE TIME I LIKE TO: Many people will tell you that watching sporting events is what I do in my spare time. My physical activity in the past several years has been to jog with my friends **Hannah Bucholz** and **John Laraway**. I enjoy reading all kinds of books. My wife gets me out into the garden in the summer. We are both busy with our animals which include two dogs, three cats, outside fish in our pond, inside fish in our aquariums, and many wild animals including every kind from hummingbirds to raccoons. I enjoy reading books of all kinds.

FAVORITE BOOKS: I will read anything about **A. Lincoln**. In fact, the book I am reading now is titled *A. Lincoln*.

PET PEEVES/WHAT MAKES ME MAD: Much of my time doing my job is spent driving a car. There are too many pet peeves to list in this space when I am driving. Basically it is people who are either going too fast or too slow and are in my lane.

PHILOSOPHY: "Tomorrow is not promised to anybody."

MOST MEMORABLE CAREER ACHIEVEMENT: One does not forget the first of anything. My first major sale to an academic library was the serial business at the **U. of Notre Dame**. I was in Toronto when I heard the news so I celebrated by myself. I remember thinking that my job was safe for at least one more year in the academic library world. That was in 1976.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: **YBP Library Services** has a number of features that many libraries are taking advantage of right now to help them more easily manage the acquisition of electronic and print monographs.

YBP will be introducing new features in the next several years. My goal is to make sure my accounts have a true understanding of all these features.

HOW DO YOU SEE THE INDUSTRY IN FIVE YEARS: Academic libraries have accepted e-monographs. The e-monograph format is growing and becoming an accepted part of the collection. Patron Driven Access and Print on Demand are now entering the academic library. Both will have a large impact on academic libraries from collections to workflow.

The library OPAC will be changed as we see more options coming into the market. The ILS vendor now competes with "Non-Profit" agencies as well as private companies for discovery tools. The Internet company search engines are now getting better and will challenge or help the library.

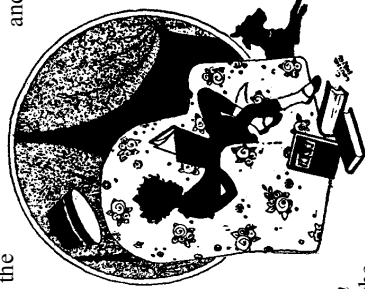
The library material supplier is becoming more involved and will be much more involved in supplying workflow solutions that cover everything from discovery to the receipt of the information.

Friends outside of the library world ask me what I do and I tell them I sell books. At one time that is what I did. Those days are long gone. I am much more of a consultant on workflow today. These are very interesting times. 🐾



Column Editor: **Donna Jacobs** (Research Specialist, Transgenic Mouse Core Facility, MUSC, Charleston, SC 29425) <jacobsd@muscd.edu>

Like sweet fruit, fresh vegetables, and fragrant flowers, Farmer's Markets are sprouting up everywhere in the greater Charleston area. We find markets in Marion Square on Saturday, in the horseshoe courtyard at the **Medical University of South Carolina** on Friday, and at the Mount Pleasant Farmer's Market Pavilion next to **Moultrie Middle School** on Tuesday. This revival is like coming home to the Lowcountry of South Carolina since its history is strongly rooted in an agrarian society. Trends to buy local, join a CSA (Community Supported Agriculture), eat/slo-food, plant a garden, and think sustainability are growing in popularity as the Farmer's Market once again becomes rooted in the culture of our society. More and more people are thinking about the Earth in a manner that harkens back to a simpler time. The 21st century may be awash in sophisticated technology that changes faster than we can make a purchase, but the desire to plant a garden, compost, recycle, and live a sustainable life is demanding a different outcome from our technology. The conflict is not a modern one. **Pearl S. Buck** in her 1931 novel *The Good Earth* gives the reader the smell of the earth, the sweat of the toil, the value of the land, and the conflict of hard work vs. wealth and easy living all from the point of view of a poor peasant farmer named **Wang Lung**.



I don't remember a time that I didn't know about *The Good Earth*, but it took finding a red hardcover, beautifully illustrated, 1992 *Reader's Digest* edition at **Blue Bicycle Books** on King Street in Charleston for me to begin to read this classic. The simplicity of the language reminds me of a foreigner trying to speak English and adds a dimension to the

story that is tangible. The story begins with the marriage day of **Wang Lung**, a farmer in a small village. We are guided through his rituals and journey to the House of Hwang where he meets **O-lan**, a slave in the house that has been promised to him in marriage. **Wang Lung** is a man whose love for the land is as strong as the ox that pulls his plow. He is anxious to have a wife and family to share the toils of his everyday life and hopefully his love for the land. Nothing else matters to him but the land, and this sets the stage for an intriguing peak into Chinese culture.

Wang Lung's obsession with land coupled with Nature's cycles of drought and full harvest allow **Buck** to give the reader the essentials of Chinese life in the rich and the poor times for a peasant farmer. **Wang Lung's** obsession extends to acquisition, and he uses the family money to purchase land from the House of Hwang which has fallen under the influence of opium and unbridled spending. A drought comes, and the family has no monetary reserve to survive and decides to travel south on a "fire wagon," known in the West

as a railroad, to eke out a living. The family lives in a hut on the street in the southern city and can only manage to live hand-to-mouth until an enemy invasion occurs. All **Wang Lung** has thought about is returning to his land in the north. As the city is in turmoil the poor people seize the opportunity to loot. **Wang Lung** and **O-lan** join in and find enough riches to provide them the means to return to their home. The years of prosperity that follow give rise to another dilemma — one of wealth. **Wang Lung** can afford education for his sons, men to help with the labor, time to visit the village's tea

rooms. He ultimately is not able to install his love for the land in his sons, much to his final dismay.

Pearl Buck was raised in China, the daughter of a missionary. She left China to study at **Randolph Macon Women's College** from 1910 to 1914. Upon returning to China she married **John Lossing Buck**. **Buck** was an agricultural specialist hired by the Presbyterian Mission Board to teach the local Chinese farmers American farming methods. **Buck** was able to immerse herself in the culture of the Chinese farmers of northern China where they lived and observe their lives and customs. She described herself as "mentally bifocal." "When I was in the Chinese world, I was Chinese, I spoke Chinese, and behaved as a Chinese, and ate as a Chinese did, and I shared their thoughts and feelings. When I was in the American world, I shut the door between." This bifocal mentality provides the reader with a unique Chinese experience — one that is given to us by an American who feels as if she is Chinese. We learn of foot binding, the significance of the color red in celebration, the insignificant position of women in Chinese society, the desire for a son to carry on the family name and traditions, and the toils and tribulations of the poor peasant farmer.

The success of *The Good Earth* planted **Pearl Buck** among the internationally-renowned authors, as she became the first American woman to win the **Nobel Prize** in literature in 1938. The book was translated into several languages including Chinese and has been cited as one of the principal reasons for changing the West's view of China. A recent book review in the *Wall Street Journal* written by **Melanie Kirkpatrick** about the biography *Pearl Buck in China: Journey to the Good Earth* by **Hilary Spurling** gives us an opportunity to revisit an old friend. 🐼

Book Reviews from page 51

professionals, from students and new librarians just starting out to veterans searching for funds for professional development. This handy reference is recommended for any library. Considering its usefulness for professional development for librarians, it is particularly highly recommended for academic libraries and institutions that place a priority on investing in their library staff. 🐼

Rumors from page 42

living in a small apartment not too far from **St. Ed's**. He is planning to retire in June 2011 and he says he will keep writing for **ATG**. Whew! Meanwhile, **Tom** is sending a brand new librarian to the **30th Charleston Conference** — **Kady Ferris**. **Kady** got her **MLS** from **UT Austin** in May and began in August as **St. Edwards'** very first collection development librarian. We are all looking forward to meeting her!

And your on-the-ball **Charleston Conference planners** have arranged for a panel on the **SkyRiver/OCIC lawsuit** and **The Google Book Settlement** on Saturday morning of the Conference, **The Long Arm of the Law** — featuring the lively **Ann Okerson** (Associate University Librarian for Collections and International Programs, **Yale University**); **Bill Hannay** (Attorney,

Schiff Hardin LLP); **Susan Kornfield** (University of Michigan). Can't wait! Take that back. Not yet! Too much to do between now and November!

Have you seen the news that the **GBS Judge, Denny Chin** has been confirmed by the United States Senate as a federal judge of the 2nd US Circuit Court of Appeals? What will this do to the timeline of the **GBS**. No one seems to be talking right now.

<http://www.asianweek.com/2010/05/31/a-tribute-to-chinese-american-hero-judge-denny-chin/>
<http://mhpbkooks.com/moby/lives/?p=16199>
<http://vo.ala.org/gbs/articles-blog-posts-links/>

Talk about mind-boggling! Read **Michael Pelikan's** column in this issue. What do **Moby Dick** and **Avatar** have in common? I saw **Avatar** not at all but **Michael** saw it three times. The only three times I did was read his column three times! **Michael** keeps us on our toes *continued on page 62*

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: eBook Summer 2010

Summer of 42 or Summer of the VuVuZela?

Compared to Summer 2009, a feast of e-reader and e-seller, where publishing's future teetered and tottered over the **Google Book Settlement** and each week it seemed brought yet another **Nook, Kindle, Sony, BeBook** reader device into market, this summer's pace is slower almost slow motion. Nothing has happened in the "settlement"; publishers push and shove at the negotiation table and in the blogosphere/news environment. Whither publishers? Whither authors? Whither librarians?

Oh, wait, **Amazon** announced a new **Kindle** model with 3G and WiFi at lower prices joining the already millions of units sold; it's also slimmer — yawn. But **Amazon** did announce **Kindle** sales had edged ahead of same-edition hard covers. And users of all devices have been seen enjoying eBooks in every nook and cranny of the connected world. Perhaps it is the summer of the VuVuZela for eBooks, a persistent, nagging hum that won't disappear.

Hmmm...let's explore the summer eBook world.

The Shape of Things to Come...

Google is betting the browser to become the de facto reading medium. As long as your device can run a Web browser **Google** will supply an electronic edition using the open source e-pub standard. The **Google Bookstore** will supply titles from the library digitization project, publisher-supplied content, and free Web content. **Google's** goal will be, as always, to match advertising to searches while helping users find books wherever they are sold on the Internet.

Over at **Apple**, **Steve Jobs** has bet the orchard on iProducts — primarily the **iPad** and **iPhone**. If you haven't had the chance, drop by your local trendy coffee/Internet hub and check out the over-caffinated, always on **Apple** boys and girls, putting the collective finger to content on their iToys. It is quite the experience and impressive. Visually, **Apple** outshines **Kindle**. There are reading apps that display your books on virtual library shelves; with a light touch you can turn pages just as you would in its print doppelganger. Publishers can enhance the reading experience with elaborate zooming features and hyperlinking to secondary references.

Ironically many **iPad** users — who also like **Kindle** eBook pricing, catalog, and availability — use **Amazon's iPad** app for a very satisfying reading experience. The app is basically a rework of the **Windows** app for the **iPad**. Here **Kindle** content looks more like a book; there are few, if any, rendering issues that mar reading on the original device.

Yet with all this emphasis on device we may not want to lose sight of what is really going on. Your reader, whichever you choose, needs books,

Group Therapy from page 61

office supplies and printing for all faculty in that program. The library here does not allocate funds to individual program purchases due to the unpredictable nature of budgeting (especially recent annual cuts ranging from 10%-50%) and rapid shifts in demand due to program and curriculum changes, accreditation reviews, and so on. In those cases in which program funds are scanty and sudden demands

arise for materials, the library becomes the last-ditch resource for materials faculty members need urgently.

For other items going into the collection, blacking out codes or otherwise removing the online access information has not been part of our procedure during processing.

The librarians here conduct an annual review of the collection development policy, which includes a section on access to and processing of electronic resources. This issue will be added to our upcoming review. ☛

and these books will be variously priced and may even offer an array of features. Plus, you got to get the books on and off your reader.

Your Links:

<http://tinyurl.com/27hw5ub> — *Wall Street Journal* best word on eBooks

<http://tinyurl.com/2dthb7w8> — **Jim Cramer's** the street charts the best e-readers

<http://bkrpr.org.blog/> — unpulp your pulp with this thing

Amazon owns a huge head start in selling eBooks. For several years now they've set the price and reading expectation. Moreover, they are keeping pace with the competition in lowering device price. And taking a lesson from publishers they are now signing exclusive publishing deals for electronic editions, having recently signed an agreement with author agent **Philip Wylie** to be the distributor for major authors including **Maier, Urdike, Roth** — you know, what you read in 20th Century American Novel classes.

At the moment, no other online bookstore has the pricing, device simplicity, and exclusivity **Amazon** has set up.

So we know what **Amazon** is doing — making books on devices, content, and authors. When not apologizing for the **iPhone 4** antennae, we know that **Steve Jobs** is smiling all the way to the bank with million plus sales of the **iPad**. Owners have all the online media they want. They deserve this after forking over more than \$700 and waiting in real or virtual lines.

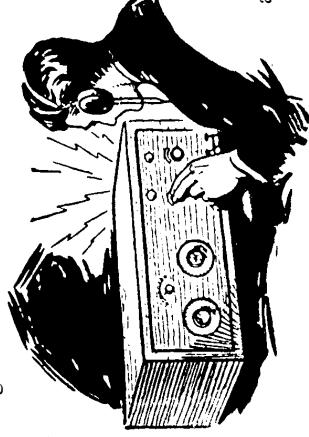
A lesson from all this: eBookstore may be as important as device.

We would be remiss to not mention **Book Liberator**. If you haven't heard of this personal book scanning machine, check it out. Designed as a less than \$350.00 (with camera) book scanner for your tablet, its inventors and supporters feel it may turn the publishing world upside down. They propose to unpulp pulp.

It looks like a man-sized Rubik's cube without, well, the rubes. Or a magician's box with clear plexiglass sides. In essence, it is a book and camera stand fitted living inside a clear plastic box. The box lowers down on an open page and flattens it for photographing.

It is labor intensive. The operator must turn pages, raise and lower the box, and take a photo.

continued on page 63



Rumors from page 52

or is it heads? This is a very interesting column about the **ACM (Association for Computing Machinery) Special Interest Group for Computer Graphics**. What is the future of authored content anyway? See this issue, p.14.

Talk about keeping us on our toes/heads/or whatever! Read **Steve McKinzie's "S90 Local Notes: Tenure for Academic Librarians: Why**

continued on page 63

Nine of ten librarians we've shown the video to believe this demo to be an April Fool's joke. Perhaps this trends down to the general population. Both librarians and nonlibrarians remark that it would take forever to scan even a small collection.

On the wild side, are librarians forever?

The Kindle (apologies to William Blake)

Kindle, oh my old Kindle, shining grayscale bright

Easy on our reading eyes

In the forest of e-ink night

What other reader device

Could give me so much convenient reading delight?

From what distant server

Flow your delicate pixels

From what dedicated provider

Wing your words?

Oh, right, Whispersync.

On what shoulder and what art

Could design your sleek and electronic heart?

And when did you begin to peak

Beyond hardcover sales, yes, this week

Publishing never will be the same.

What bookstore will thee drain

What author will thee reward or pain

And when print is set free through your \$9.99 fee

What publisher will flee thy agency?

When **Apple** and **Google** threw down their spears

And inundated **Random House** with fears

Did **Bezos**, did he smile with commercial glee

And add more discount to the pricing melee

Did he smile, did he smile?

Kindle, **Kindle** shining just right

In the forest of e-ink light

Will you forever be?

Will you last beyond your first battery?

Will it be for ten hours or maybe just three?

And vanquish to eternity what we are calling P?

From the war zone (aka The Charleston Advisor)...

In Q&A **Jane Burke**, CEO of **SerialsSolutions**, summoned troops (librarians it would appear) to the truly unified experience of the Ann Arbor via Seattle company's discovery services. Unlike competition, who **Burke** claimed still depended on federated search and merging results, **Summon** stood alone as preharvesting content to one index. This, **Burke** argued, had a tremendous impact on speed and quality of results. Moreover, it wasn't repurposed, it was new.

Understandably, **Burke's** competitors took issue with this king of the hill position. In letters to *The Charleston Advisor*, **Tim Collins**, President of **EBSCO Publishing** and **Nancy Dushkin**, Corporate Vice President for **Discovery & Delivery Solutions** at **Ex Libris** wrote, each at some length, contrarian views. Their voices blended into a singular, should we say, unified voice, that their indexes were equally one and unified across library content.

They did not, they emphatically insisted, miss the content harvest.

As for "repurposed products" **Collins** was direct. Based on usability studies and years of gathering customer feedback, **EBSCO** designed its discovery service to leverage a familiar user interface, their flagship platform **EBSCOhost**. The value of this, **Collins** maintained, provided users with a familiar interface, a no "retraining" product.

Collins went on to provide **Ms. Burke** with a teachable moment. For clarity's sake, he suggested a baseline definition of discovery service which is a collection of locally-indexed metadata available from a single search. **EBSCO Discovery Services** is exactly this and does not rely on federation. **Collins** goes on to wonder aloud if **Ms. Burke** is confusing **EBSCOhost Integrated Search** with **EBSCOhost Discovery Service**. **EIS** is for customers who want to add federation seamlessly to their overall solution. Why? Simple, not all content is available for the index.

Nancy shared **Tim's** concerns and mainly supported his themes — with examples from **Primo Central**. **Ex Libris** launched **Primo Discovery and Delivery Solution** after thoroughly researching end user needs. Like **Summon** and **EDS**, **Primo's** index covers scholarly materials shared by the global scholarly community and integrates searching this index across a library's services. Like any large-scale distributed system, it is quick and with relevance ranking and blending of results very efficient. It is, in just a few words, not federated searching.

With **Collins**, **Nancy** also noted not all collections are available for harvesting and indexing for several reasons including commercial considerations, compatibility issues, and other obstacles.

For a truly unified scholarly index, she concludes all publishers must come on board with centralized indexes.

So there it is, a fundamental truth in this discovery business. Unless all publishers come on board to expose (or disclose) meta-data, there just isn't going to be universal discovery.

However, each may have found a New World.

Your Links:

<http://www.charlestonco.com/>

<http://www.exlibrisgroup.com/category/PrimoOverview>

<http://www.serialsolutions.com/summon/>

<http://www.ebscohost.com/discovery/> 

Rumors

from page 62

It Has To Go (p.60). I was reading in *Inside Higher Education* (May 12, 2009) that only 39% of the faculty are tenured or on tenure track in 2007. Plus I just saw a brief news article in

the *Chronicle of Higher Education* that **Texas A&M** is starting to rate professors "based on their bottom-line value." Well, I disagree, but keep an open mind while you read. :-)

<http://www.insidehighered.com/news/2009/05/12/workforce>

<http://chronicle.com/article/Texas-A-M-System-Will-Rate/124280/>

Talk about squeezing the faculty. I had to smile when **Gary Geer** sent me a little "filler" for an issue of *ATG*. The "filler" was called "Consistent Squeeze" and for you new-timers that's how we ancient-timers used to know how many books we had in specific subject areas of the collection. That was back when there wasn't

continued on page 81

the kicker: in addition to its free menu of 30 varieties of soup and ten of bread, Soup-Mart will offer five “premium” soups (including lobster bisque, cream of asparagus with truffle oil, and wild mushroom) and two artisanal bread varieties at a modest cost, one that most (but not all) will be able to afford. In addition, the drivers of the delivery trucks will not carry cash with them, but will have card-readers. This means that distant customers who wish to buy premium soup and bread will have to use credit or debit cards.

What might we make of this situation? One possible response would be to applaud **Wal-Mart’s** innovative approach, and celebrate its use of massive market power to benefit hundreds of thousands of previously underserved people. We also might object to it on a number of grounds, including:

Equity of access to food. Soup-Mart is taking a vital resource (food) and using its market power to create tiers of privilege. The “haves” get premium soups and artisanal bread, while the “have-nots” get plain soup and pedestrian bread.

Privacy. Those who are attracted by the offer of moderately-priced premium food will be required to give up personal information (as encoded in their credit or debit cards) in order to buy it. Soup-Mart makes no promises as to exactly how it will keep its customers’ personal information private.

Threat of inflation. Sure, the premium soup is available at a low price today, but what will stop Soup-Mart from raising its prices once it builds a loyal customer base? For that matter, what assurance does the public have that it won’t eventually start charging for *all* of its soup?

Lack of competition. While it’s theoretically possible for competitors to enter Soup-Mart’s marketplace, in reality who is in a position to do so? Who can compete with **Wal-Mart**?

Threat to traditional soup kitchens. And here’s the real nut of the problem. What Soup-Mart threatens to do is put the good, caring people of Sunny Day out of business. People who know the needs of their local neighborhoods, and who are operating with the needs of poor people at heart, rather than the needs of shareholders. People who have been lovingly preparing soup and bread for years — some of them for decades — at little or no pay.

Whatever the merits of these objections, the ultimate question is this: does Soup-Mart offer a net gain or a net loss to the people of the city in which it operates? It’s always easy to identify and focus on either the downsides or the upsides to any new initiative, but the only way to know whether it’s a good initiative or a bad one is to put *all* of the negatives and *all* of the positives together and see how they balance out.

Analyses of the **Google Books** project generally and of the proposed settlement in particular have, I think, generally failed to do this. Those in favor have (predictably enough) focused on the upsides and pretended that the downsides don’t exist, and opponents have done the opposite. The problem for opponents is that the upsides are so obviously huge, and the downsides generally either frivolous or imaginary. The strongest argument against the settlement is probably the competition-and-monopoly argument, though even that one is not exactly a slam-dunk. The weakest are the equity and privacy objections. It seems a bit silly to object to the settlement on the basis of equal access when the impact on access will be all positive — if the settlement goes through, access to books will increase enormously for nearly everyone, and will decrease for absolutely no one. And the privacy objection is even weaker: if the settlement goes through, everyone will be able to access huge amounts of book content on the open Web without disclosing anything more about themselves than they would by visiting **Slate** or **Wikipedia** or the **American Library Association** site. Those who choose to purchase books via the Registry will have to give up some personal information to do so, of course, and it’s true that **Google** has remained vague about the privacy protections it will offer its customers. But **Amazon** is pretty vague about its privacy protections as well, and I don’t see the **Electronic Frontier Foundation** taking out any petitions against them.

Rumors from page 63

much technology and our bible was the **Shelf List** which was in call number order the way the books sat on the shelves. (p.32) Was thinking that a column called “old time practices” would be a great **ATG** column. Surely one of you old-timers out there is interested?

Talking about old practices, **Jesse Holden’s** column this time is about some of our old anxieties, this issue, p.79. And be sure to order **Jesse’s** new book, just out. **Acquisitions in the New Information Universe: Core Competencies and Ethical Practices** (Neal-Shuman, 2010).

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By the time this column goes to print, there’s a good chance that US District Court **Judge Denny Chin** will have made a ruling on whether the **Google Books Settlement** can go forward. If he rules against it, opponents of the settlement may feel that they’ve struck a blow for fairness, equity, privacy, and competition. I’m willing to bet that most of those opponents are people who already have easy access to pretty good library collections. The huge number of people around the world who have some form of Internet access but little or no access to traditional libraries — in other words, those who stand to benefit the most from the **Google Books** project — may feel differently. 🐼

And one new note, **Richard Brown**, **Peter Givler** and **Alex Holman** <aholzman@temple.edu> are planning to take over the **university press column** in **ATG**. They would like to try something different for the next year and invite various members of our community to discuss different issues involving libraries and university presses. **Alex** also says he hopes to come to **Charleston** this year (he’s been away too long!).

I had a computer meltdown (something to do with thunderstorms and lightning that fried my modem — and, yes, I had a surge protector but it didn’t stop the computer genie!) over Labor Day and we are just getting Conference registrations caught up. However, we are way ahead of last year’s registrations by nearly one hundred strong! Come on down! www.katina.info/conference 🐼