



The CHARLESTON REPORT

Business Insights into the Library Market

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Short Takes

The Copyright Office/Library of Congress has granted six exemptions to the Digital Millennium Copyright Act, the largest number so far. As a result, individuals making non-infringing uses of the six classes of works described in the exemptions will not be subject to the prohibition against circumventing access controls. The six exemptions went into effect upon publication in the Federal Register on November 27, 2006, and will remain in effect through October 27, 2009. To read more on the decision and view a list of the six newly granted exemptions, logon to <http://www.copyright.gov/1201/>.

Microsoft has released Live Book Search; a book search engine that performs keyword searches for books that have been scanned as part of Microsoft's book scanning project, in beta. Live Book Search is restricted to include only non-copyright books scanned from the collections of The British Library, The University of California, and the University of Toronto. Microsoft plans to add books from the New York Public Library, Cornell University, and the American Museum of Veterinary Medicine within the next month. The database is currently searchable as a category on the main Windows Live Search page, but the scanned publications will be integrated into Microsoft's general search engine once Live Book Search is out of beta. For more information, logon to <http://publisher.live.com/>.

In November, Google closed down its fee-based question and answer service, Google Answers, after over four years of operation. The service stopped accepting questions in late November and will stop posting answers by the end of the calendar year. Questions that were submitted and answered over the years of operation are archived at <http://answers.google.com/>. The service differed from other question and answer services such as Yahoo! Answers (which is free) because users were charged when an answer was given. For more information, logon to <http://googleblog.blogspot.com/2006/11/adiou-to-google-answers.html>.

The ACLS (American Council of Learned Societies) History E-Book Project (HEB) (<http://www.historyebook.org>) recently passed the 500-mark for institutional subscribers, adding The Folger Shakespeare Library in Washington, DC, Camosun College in Victoria, BC, and a group of universities from the Network of Alabama Academic Libraries (NAAL). The cross-searchable collection is available for simultaneous multiple-user access and includes over 1400 books in all areas of history. *HEB Press Release*, December 12, 2006.

Libraries on the Move

The University of Virginia (UVA) will become the 9th Google Books Library Project partner in the company's efforts to digitize library collections. The digitization of the 5-million-volume collection will begin with scanning selected portions of the library's literature, humanities, and American history collections. Users will be able to freely view and browse public domain books from UVA's collections and will have the ability to view "snippets" of in-copyright publications. For more information on the partnership, logon to <http://www.lib.virginia.edu/press/wagoogole/>.

Harvard University's Open Collections Program has launched "Immigration to the United States, 1789-1930," a Web-based collection of approximately 1,800 books and pamphlets, 6,000 photographs, 200 maps, and 13,000 pages from manuscript and archival collections selected from Harvard's library, museums, and archives. The collection is available to Internet users everywhere and incorporates diaries, biographies, and other writings. In addition to thousands of items currently accessible, the collection includes contextual information on immigration and quantitative data. For more information or to view the collection, logon to <http://ocp.hul.harvard.edu/immigration/>.

The New York Times has announced the names of the 25 winners of the 2006 New York Times Librarian Awards. This program, in its 6th year, honors librarians from around the United States who have provided outstanding public service. 2006 was the first year that academic librarians were eligible for nomination, and three individuals from academic libraries are included among the winners. *The New York Times* received over 1,300 nominations this year from 45 states. For a complete list of the winners and more information about the awards, logon to <http://home.businesswire.com/portal/site/nyt-commaff/index.jsp>. *News Release from 12/08/06*.

SOLINET (Southeastern Library Network) has awarded grants totaling \$365,000 to 19 academic libraries in the Gulf Coast region that were adversely affected by Hurricanes Katrina and Rita. The libraries that received the grants will use the funds for activities including the replacement of damaged or lost collections, equipment and computer replacement, staffing, and damage caused by mold. Funds for these grants originate from the Andrew W. Mellon foundation. *SOLINET Press Release*, November 28, 2006.

TCR Quotes

"The more we can, for example, let users move their data around, never trap the data of an end-user, let them move it if they don't like us, the better" Eric Schmidt, Google CEO, from "Google CEO: Take Your Data and Run," *InfoWorld.com*, November 8, 2006.

OpenURL Linking News:

OpenURL resolvers have done wonders for providing users access to the right copy of the item that they're looking for. However, as they function today, they're not an ideal solution to the appropriate copy problem. Often users are presented with a second window that has several links and choices to locate an item, and these choices can cause confusion. This is beginning to change at some institutions where improvements to OpenURL link resolvers are being made. Georgia Tech, the University of Rochester (UR), and the University of California (UC) have created tools and services that help their users find the full-text through linking.

Georgia Tech is making strides in creating more effective links to content. Ross Singer has developed a linking system called the Ümlaut that creates more effective links to content. The Ümlaut is a set of software routines that utilizes several Web services as well as an OpenURL resolver. When a user requests an item, the Ümlaut queries the OCLC Resolver Registry to find out if there are additional link resolvers associated with the user's IP address. Then the Ümlaut queries additional sources of information such as CrossRef, PubMed, local and regional catalogs, the OpenURL resolver, and OCLC's xISBN. Additionally, the Ümlaut queries aXiv.org for preprints, as well as Connotea, Yahoo's MyWeb and Unalog for bookmarked articles.

At the University of Rochester (UR) the library has been working on creating a service called the "Getting Users to Full-Text" (GUF) project. This project integrates linking services directly into the search results from a federated search application, thus reducing the click path to only two clicks in many cases. The GUF project uses several of the same methods as the Ümlaut such as querying the CrossRef database and OCLC's xISBN service, among others.

At the University of California (UC), libraries are developing ways to get users to the full text without having to click on an OpenURL link and open a second window. Instead, when a search is executed using UC's metasearch service results are checked against the OpenURL resolver for the existence of electronic full text. If it is available, a full-text icon appears on the results screen that links directly to full text.

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The Charleston Report is written for publishers, vendors, product developers, merchandisers, and wholesalers who are interested in expanding their library market. Readers will gain insights in effective marketing to libraries, early alerts to library trends, access to library leaders' future plans, library budget projections, library strategic plans, technology directions, and publications needs.

For comments and contributions, contact Kristen DeVoe, <devoek@cofc.edu>, Editorial Offices, 6180 East Warren Avenue, Denver, CO 80222. 303-282-9706, FAX 303-282-9743, (c) Copyright 2006, The Charleston Co. All rights reserved. ISSN 1091-1863.

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By the Numbers

9 out of 10...Spam, or unsolicited junk email, now accounts for 9 out of every 10 email messages sent over the internet. *New York Times*, December 6, 2006.

50%...Studies by the Nielson Norman Group show that only 50% of Web visitors scroll down the screen to view the portion of a Web page that is not initially visible on their monitor screen. *New York Times*, November 15, 2006.

1.5 million...The popular three-dimensional online social network, Second Life, currently has 1.5 million members. *BusinessWeekOnline.com*

\$50,976...The median librarian salary for 2006 is \$50,976. 2006 Librarian salaries ranged from \$22,000 to \$253,000. *ALA-APA Salary Survey: Librarian — Public and Academic, 2006 edition.*

45%...People use Google for 45% of their search queries. Yahoo! came in next at 28%, followed by MSN at 12%, and Ask.com at 6%. "Ask, MS Conjure Ways to Best Google," *InfoWorld.com*, November 9, 2006.

136 million...Skype (the proprietary peer-to-peer Voice Over IP network) has over 136 million registered users and is quickly growing. "Web 2.0 Summit in review: Long tails, forgotten trails," *InfoWorld.com*, November 10, 2006.

Making the OPAC Fun

Tim Spalding, founder of LibraryThing (<http://www.librarything.com/>) recently wrote a post on LibraryThing's ideas blog, Thing-ology, about making the OPAC fun to use. In this post, he offered a list of thoughts on how to make the OPAC fun and possibly attract users:

1. Provide blog widgets and RSS feeds so patrons can show off what they're reading and what they thought of it.
2. Let people find what they want, but let them also get entertainingly lost. Encourage exploration, serendipity and lost-ness.
3. Give authors, subjects, languages, tags, and other facets their own pages.
4. Allow patrons to interact with the catalog via tags, ratings, and reviews.
5. Link outward. The Web is fun. Point to it.
6. Allow (static) inbound links.
7. Let patrons access your data via API.
8. Give patrons a reason to check in every day.
9. Talk to patrons in their own language (e.g., with tags).
10. Give patrons fun, high-quality recommendations.

For the full list of Spalding's recommendations, logon to <http://www.librarything.com/thingology/2006/12/is-your-opac-fun-manifesto-of-sorts.php>.

Highlights: The Charleston Conference 2006

...Reported by *Katina Strauch* strauchk@cofc.edu

The weather dawned bright and clear on the 2006 Charleston Conference! Attending were 1,019 delegates from all over the world. There were close to 200 concurrent sessions and 15 plenary sessions held across two and a half days. Nine preconferences were also held a day before the main meeting as well as a Vendor Showcase where 73 exhibitors in the areas of collection development and acquisitions could show off their wares.

Among many highlights discussed at the meeting were the following:

- 1) **Electronic Resources Management** was a big area of interest. There were two preconferences and several concurrent sessions on this topic. As libraries have more and more electronic resources, the linking and maintenance and record-keeping for these resources becomes a paramount concern.
- 2) **Integrated Library Systems, Federated Searching** and innovations in those areas were other topics of discussion. Stanley Wilder, University of Rochester, Andrew Pace, NC State University, and Paul Miller, Talis, were in high demand as they explained the shortcomings of most online public access catalogs. Only 2% of users go beyond the first screen for results.
- 3) **The Future of Collection Development** was the subject of numerous sessions. Collection development has become more of a collaborative endeavor, said Juliet Kerico and Alberta David Comer, Indiana State University. Audrey Powers, University of South Florida, described using a method of data analysis to drive selective collection assessment and the organizational implications of such an approach at University of South Florida (USF).
- 4) **Open Access** was the subject of the keynote speech "Why the Open Access Genie is Out of the Bottle" by Ray English, Director of Oberlin College Libraries, and was mentioned repeatedly in many of the sessions. English indicated that the general trend in scholarly communication is pushing toward open access publishing, Open Access archiving, author archiving and author control of copyright. Anthony Watkinson, University College, London, Mark Patterson, Public Library of Science, Astrid Wissenburg, United Kingdom Economic and Social Council, and Scott Plutchak, University of Alabama, Birmingham, ruminated on "Steps Toward the Future" for Open Access.

- 5) **eBooks** were under much discussion. Cris Ferguson, Furman University, had produced an eBook rollout insert for the November issue of *Against the Grain*. The eBook rollout will be posted on the *Against the Grain Website* (<http://www.against-the-grain.com>) and will be updated continuously by Cris. Springer and Coutts also had an impressive eBooks panel on Friday afternoon of the Conference. Tony Ferguson, University of Hong Kong, spoke about Hong Kong's millionth eBook.
- 6) **Survival of the printed book** for textual bibliographic research was the topic of Matthew Brucoli's passionate speech "The Truth About Books and Libraries." "The book is dying and so are libraries," warned Dr. Brucoli. "A library without books ain't a library."
- 7) **In Defense of Commercial Publishers**, a provocative and illuminating talk, was offered by Mary Ann Liebert, owner of Mary Ann Liebert Publishers. Her personal anecdotes were unique and informative as she discussed the problems of the subscription and Open-Access models, provided a reality check of author-funded publications, the role of government in mandating or funding publications, and how research itself will be impacted with a shift of burden of cost.
- 8) **Web 2.0** was a topic of discussion in several sessions. In their presentation "Publishing 2.0-The Next Generation," Martin Marlowe, Atypion, Inc., Barry Bermudez, Cornell, and Robert McNamee, University of Oxford, discussed a new generation of publishing that takes advantage of the real capabilities of Web as a network and delivers innovative applications for users. In the session "Web 2.0-What's In It You?" Stephen Rhind-Tutt, Alexander Street Press, used practical examples to illustrate how Web 2.0 technologies and ideas such as Ajax, the Long Tail, semantic indexing, folksonomies, and social networking can be successfully applied in a library setting.

The 2007 Charleston Conference will be November 7-10, 2007 in Charleston, SC. <http://www.katina.info/conference>

See you there!

Ed Note: The topics listed above are just a few of many important observations from the meeting. Conference presentations for many sessions are now available on the Charleston Conference Virtual Community Site, <http://www.katina.info/moodle>. Be sure to check out the rest of this outstanding meeting.

Check It Out!

The Pew Internet and American Life Project has published a report entitled "The Internet as a Resource for News and Information about Science." The report details how the Internet fits into people's habits for gathering news and information about science. For more information or to download the entire report, logon to http://www.pewinternet.org/PPF/r/191/report_display.asp.

Don't Miss This!

Chris Beckett and Simon Inger, of Scholarly Information Strategies Ltd., have authored a study, commissioned by the Publishing Research Consortium, which identifies factors that could lead to journal cancellations. The study, entitled "Self-Archiving and Journal Subscriptions: Co-existence or Competition?," suggests that librarians will cancel journal subscriptions under certain conditions and substitute access with author self-archived content available on institutional and other repositories. To read more about the report and view the complete study, logon to <http://www.publishingresearch.org.uk/prcweb/PRCWeb.nsf/homepages/Research+Reports/OpenDocument>.

TCR Surveys: Alumni and Retired Faculty Access to Library Databases

Many academic libraries are facing the issue of providing database access to alumni and retired faculty. In some cases, libraries reach a compromise by allowing for access to these resources within the library, which is often allowed for by the license agreement. However, off-campus access to library databases, especially for alumni, often requires that libraries negotiate a separate license and pay more to allow access. This issue's TCR Survey asked over 65 librarians about the decision to provide or not provide alumni and retired faculty access to library databases at their institutions.

As the majority of the respondents (65) work in academic libraries, the responses best reflect the status of alumni and retired faculty access to library databases in that type of institution.

- Libraries mostly provide database access to alumni only when they are on-campus, or not at all. 25 of 67 respondents indicated that they allow alumni to access library databases while they are in the library. The same number of respondents indicated that they do not allow alumni any access to library databases.
- Fewer (11 of 67) libraries allow their alumni access to library databases from off campus.
- Libraries allow alumni access to databases for several reasons:
 - Alumni requested the service
 - For on-campus only use, many libraries allow any walk-in patron to access library databases within the building, not just alumni.
 - Providing alumni access to databases can serve as an outreach opportunity for the institution to maintain relationships with possible donors.
- As with alumni access, many respondents indicated that they only provide database access to retired faculty and staff on-campus or not at all.
- Some respondents indicated that if they do provide off-campus access to retired faculty, they only do so for emeritus faculty.

- Libraries allow retired faculty and staff database access for several reasons:
 - Some respondents indicated that their institution requires database access for retired faculty.
 - For on-campus only use, many libraries allow any walk-in patron to access library databases within the building, not just retired faculty or staff.
 - In many cases, retired faculty requested/demanded this service.
 - At some institutions retired faculty, especially emeritus faculty, maintain offices on campus and still contribute their research to the institution, so they are provided off-campus access to the library's resources.
- Respondents indicated that it is generally easier to provide off-campus database access to retired faculty than to alumni.
- Providing off-campus access to alumni often requires separate licensing agreements and different pricing models. Respondents who do provide this service to their alumni indicated that they often work with the alumni office or alumni association to provide off-campus database access.
- Respondents who do not provide access to databases for alumni indicated several reasons for their decision:
 - Large numbers of licenses would need re-negotiation. Many licenses have restrictions that do not allow access for non-current students.
 - Increase in cost to provide off-campus access to alumni.
 - There are sometimes institution-wide issues with providing network access to alumni. At some institutions, alumni do not have any network privileges. This is a decision that often has little to do with the library alone.

Upcoming Charleston Advisor Reviews

The Charleston Advisor's next issue — v.8, no.3, January 2007 — will be mailed to print subscribers during the last week of January. A list of the reviews in this issue appears below. And just remember — all non-review, informative articles are Open Access at www.charlestonco.com.

COMPARATIVE REVIEWS

Biography Comparative Review
Sport Discus and Physical Education Index: A Side by Side Review

STAND ALONE REVIEWS

Children's Literature Comprehensive Database (CLCD)
FamilySearch.org
Historical Statistics of the United States, Millennial Edition
Library and Archives Canada
MyiLibrary
Natural Standard: The Authority on Integrative Medicine
Oxford Digital Archive
STAT!Ref
TheScientificWorldJOURNAL

To advertise in *The Charleston Advisor*, contact Toni Nix at <justwrite@lowcountry.com> or Edna Laughrey <ELaughrey@aol.com>.

Mark Your Calendars!

ALA Midwinter Meeting & Exhibits 2007 is scheduled for January 19-24th, 2007, in Seattle, Washington. For more information, registration, and exhibition details, logon to <http://www.ala.org/ala/eventsandconferences/midwinter/2007/home.htm>.

The 22nd Annual Computers in Libraries conference, "Beyond Library 2.0: Building Communities, Connections, and Strategies," will be held April 16-18th, 2007 at the Hyatt Regency Crystal City in Arlington, Virginia. For more information, registration details, and exhibitions, logon to <http://www.infotoday.com/cil2007/>.

Coming in Future Issues

- Highlights from ALA Midwinter
- Methods for Evaluating Electronic Resources
- Library Budget Updates
- News from the Publisher's Perspective