



The CHARLESTON REPORT

Business Insights into the Library Market

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Libraries on the Move

Emory University in Atlanta, Georgia, is partnering with Kirtas Technologies, Inc. to launch a new model for digital scholarship. Through this partnership, Emory will be able to apply automated scanning technology to rare, out-of-print books in its research collections. Limited to materials in the public domain, the project will make it possible for users to browse the books on the Internet or order bound, printed copies through a print-on-demand service. *Emory University Press Release*, June 6, 2007, <http://news.emory.edu/Releases/KirtasPartnership1181162558.html>.

In order to improve and develop library services of public libraries in the Southeast, state librarians from twelve southeastern states have formed the Southern Council of State Library Agencies, Inc. This organization has several purposes including facilitating the sharing of ideas, providing a mechanism for cooperative activities, and to enhance staff development for members of the Southern Council. The Southeastern Library Network, Inc. (SOLINET) was involved in the development of this group and will continue to provide assistance. *SOLINET Press Release*, May 4, 2007.

Mark Your Calendars!

The 27th Annual Charleston Conference: Issues in Book and Serial Acquisition will take place November 7-10, 2007 in Charleston, SC. To register or for up-to-date conference information including a preliminary list of confirmed speakers, logon to <http://www.katina.info/conference>.

World Library and Information Congress: 73rd IFLA General Conference and Council will be held August 19-23, 2007 in Durban, South Africa. This year's conference theme is "Libraries for the Future: Progress, Development and Partnerships." For more conference information including online registration, logon to <http://www.ifla.org/IV/ifla73/index.htm>.

The International Library Conference 2007 will be held July 12-14, 2007 at the Crowne Plaza Riverside in Kuching Sarawak, Malaysia. This year's conference theme is "Libraries and Sustainable Development: Perspectives on the Future." The meeting is organized by the Persatuan Pustakawan Malaysia (Librarians' Association of Malaysia). For more information, logon to <http://www.ilc2007.netmyne.com/>.

The 11th annual Internet Librarian conference will take place October 29-31, 2007 at the Monterey Conference Center in Monterey, California. This year's conference theme is 2.0: Info Pros, Library Communities, & Web Tools. For more conference information or to register online, logon to <http://www.infotoday.com/il2007/>.

Hot Topics from Computers in Libraries 2007

The Computers in Libraries 2007 (CIL 2007) main conference was held at the Hyatt Regency Crystal City in Arlington, Virginia on April 16-18. This year's conference welcomed 2,612 attendees (which led to some space issues) from all over the world. The theme of the conference, "Beyond Library 2.0: Building Communities, Connections, & Strategies", was certainly represented as many sessions discussed Web 2.0 and social technology's implications for libraries. Among many highlights discussed at the meeting were the following:

- Marshall Breeding, Director for Innovative Technologies and Research at Vanderbilt, posed some good questions to keep in mind when looking at ILS's: What's the impact of who owns the company? Is it operated for long-term or short-term profits? Who's making decisions — a board interested purely in profit, or people who know the library world? Can they understand libraries as business customers? Is there organic growth or growth via mergers and acquisitions?
- The Infotubey award winners were announced. Infotubeyes are awards given to libraries for exemplary content posted on YouTube. For a list of the winners, logon to <http://www.infotoday.com/cil2007/InfoTubies.shtml>.
- Meredith Farkas, Distance Learning Librarian at Norwich University, suggested instead of Googling, try searching del.icio.us (a social bookmarking site at <http://del.icio.us/>) to see what sites other people find interesting through popular tagging. Alternatively, search Blogpulse (<http://www.blogpulse.com>) to find how a term is used in blog conversations.
- In her presentation on searchability and findability, Marydee Ojala, Editor, *ONLINE Magazine* highlighted newer developments in Web search, such as personalization, optimization, semantic clustering, automatic indexing, metadata, and the "invisible" Web.
- Gaming as a method of library instruction was discussed in two sessions, "Gaming & Learning" and "Gaming & Libraries: Engaging Strategies." The speakers discussed issues such as using gaming to attract and engage library users, the use of SecondLife as a teaching tool, using "gaming language" in the classroom as a way to communicate with students, and creating games centered around library instruction.
- The future of the OPAC was discussed in the session "Catalogs/OPACs for the Future." Tim Spalding of LibraryThing remarked that today's OPACs focus on three things: usability, searchability, and findability. Spalding then asked "But what about funability? Why can't it be fun to use the OPAC?"

By the Numbers

\$500 million...The Motion Picture Association of America (MPAA) attributed over \$500 million in domestic losses annually to piracy by college students. *LJ Academic Newswire*, May 3, 2007. <http://www.libraryjournal.com/info/CA6438999.html>

50%...In a survey of 677 professors on social networking tools conducted by Thomson, 50 percent of faculty are familiar with social networking sites and feel such sites have or will change the way students learn. *May 7, 2007*. http://www.thomson.com/content/pr/tl/tl_high_ed/New_Media_Tools_Faculty_Survey

3,400...Registration at BookExpo America (BEA) in New York this year was up 30% from 2006 with 3,400 pre-registered librarians. *LJ Academic Newswire*, May 29, 2007. <http://www.libraryjournal.com/info/CA6447130.html>

85%...According to a new Pew Internet and American Life Project report, 85% of American adults use the Internet or cell phones. *Pew Internet and American Life Project Press Release*, May 6, 2007. http://www.pewinternet.org/PPF/r/140/press_release.asp

Don't Miss This!

Although eBooks have become more popular, growth has been slowed by issues such as non-intuitive interfaces, complicated business models, and a lack of awareness among faculty and students. This is according to an informal Global eBook Survey conducted by eBook vendor ebrary and paper authored by Allen McKiel, Director of Libraries, Northeastern State University, Tahlequah, OK. The survey was conducted by ebrary this spring to gain an understanding of the library community's digital content needs. The survey was completed by 552 individual libraries, the majority of which (77 percent) were academic. For more information or to request a copy of the survey report, logon to <http://www.responsetrack.net/lnk/editme795520/?13H0Z05BWEB/>.

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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 2007, The Charleston Co. All rights reserved. ISSN 1091-1863.

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The Latest on the List

The Liblicense-I listserv was the host of several lively discussions during May and June of this year. List subscribers discussed a variety of topics including fair use, a definition of Open Access, self-archiving, UKSG's Project Transfer, and much more. Summarized here are just a few of the recent discussions on this list.

UKSG's Project Transfer

- Following the press release from Project Transfer inviting publishers to sign up to a Code of Practice to improve the procedures and policies surrounding the transfer of journals between publishers, some concern was expressed by list subscribers that a code facilitating the transfer of journals between publishers will inadvertently cause an increase in journal prices.
- Other list members reasoned that the Project will not necessarily affect price increases, and that journal prices would increase without a title transfer between publishers due to the continued costs of journal publishing.
- Some librarians on the list expressed hope that Project Transfer will eliminate or reduce the worst effects of change of publisher on access to the literature in an online environment.

Fair Use

- List subscribers debated the meaning of the terms "all rights" in a contract between an author and a journal.
- Some subscribers felt that the transfer of "all rights" between an author and a journal included a waiver of fair use and that there was no need for an additional fair use waiver.
- Others disagreed, arguing that if the above interpretation of "all rights" was correct, then there is no fair use/fair dealing for anyone, especially not the author.
- The list moderator offered some insightful statements regarding the meaning of fair use:
 - 1) If an author transfers all rights under copyright to a publisher or anyone else, then he or she has also transferred the rights of distribution, which then belong to the new owner.
 - 2) The rights of fair use (in the US) remain for all including the author.
 - 3) The rights of fair use are generally defined in Section 107 of the U.S. Copyright Act. Specifics and boundaries of fair use can be in dispute given new communication technologies.

Check It Out!

The Online Publisher's Association (OPA) has recently released the results of a survey looking at the key factors behind video advertising success. The survey queried 1,422 individuals regarding their use and perceptions of online video content. The report, entitled *Frames of Reference: Online Video Advertising, Content and Consumer Behavior*, discusses how consumers are using online video as well as their reactions to online advertising. The report contains substantial statistical data on the attitudes and behaviors of Internet users towards online video. For more information or to view the entire report in PDF, logon to <http://www.online-publishers.org>.

TCR Surveys: Cancelling Print Subscriptions for Electronic Only

“In many cases when a journal appears in electronic format we automatically cancel the print version. This has led to problems in the past (i.e., electronic version is incomplete, aggregator drops coverage after short time) but not so much in recent years.”
— TCR Surveys Respondent

As libraries deal with inflexible serials budgets and increasing user demand for online access to journals, many have made the decision to cancel a print subscription in favor of an electronic only subscription. TCR conducted an informal survey of nearly 200 librarians to find out what factors libraries consider when making the decision to cancel a print subscription and receive a journal in electronic only format.

As the majority of the respondents work in academic libraries, the responses best reflect the status of print only journal subscriptions in that type of institution.

When asked why they began to consider moving subscriptions from print to electronic only, respondents provided several reasons:

- Libraries find that they subscribe to many journals in both print and electronic format.
- Subscriptions are often considered “duplicates” when there is both a print and an electronic subscription.
- Users often demand electronic access.
- Library budgets are not flexible enough to cover the increasingly expensive costs associated with dual format subscriptions for titles.
- One area that librarians examine closely when deciding whether or not to switch a subscription to electronic only format is the content of the electronic journal.
- Is there a difference in image quality?
- Is there an embargo on the content?
- Does the electronic version offer enhanced features?
- Is the electronic version missing any content that is in the printed version?

Licensing Terms are also an area that librarians will look at closely, asking some of the following questions:

- If you subscribed to print + online, are you allowed to cancel the print subscription now?
- Is there a perpetual access clause for the electronic subscription?
- For the electronic version, are there any restrictions on use? ILL, e-reserves, downloading, printing, emailing etc.
- Is there a discount for retaining a print subscription when you also have the electronic version?

Libraries will also look for answers to questions regarding archival provisions such as:

- Does the publisher or provider make provisions for archival access?
- Are journal backfiles available for purchase?
- User preference is important to consider when deciding to cancel print subscriptions and receive electronic only.
- Usage statistics data are considered for both the print and online versions.
- Data indicating a user preference for one format over another is also considered.

Accessibility is another area that librarians examine when making format decisions. They ask some of the following questions when looking at accessibility:

- Do you have access to the title electronically through an aggregator or through a direct publisher subscription?
- Is the electronic version accessible from off-campus?
- What is the method of authentication for off-campus access if available?

Predictions from the 9th Fiesole Collection Development Retreat

... Reported by Tony Ferguson, University of Hong Kong

The 9th Fiesole Collection Development Retreat was held April 13-14, 2007 at the University of Hong Kong. As part of his summary of the meeting, local host Tony Ferguson provided 10 predictions for the future. To view Tony's entire summary, as well as PowerPoints and papers from the entire retreat series, including the most recent meeting in Hong Kong, logon to <http://digital.casalini.it/retreat/>.

1. While in the past researchers had to build their information-gathering activities around the library's workflows, libraries today must build their services around user workflows in order to survive.
2. To survive, publishers and vendors must figure out how to help libraries — or skip them as unneeded links in the information chain.
3. We (everyone) had censors in the past, we have them now, and we will have them in the future.
4. Where the governments invest more in the support of research, they will ultimately demand to be shown how their investments are paying off.
5. While interest in Open Access isn't universal, it is growing for a variety of reasons.
6. Publishers require money to publish. If Open Access triumphs, the money being spent in libraries to pay publishers will move to the university units paying the Open Access charges.
7. Non-STM, non-English publishing will continue to grow for domestic readership reasons.
8. While Asia is now a net consumer of research, the numbers suggest that this will not always be the case. China particularly will have more scholars, more research funding, and more results than any other nation.
9. Google Book Select will give publishers a way of selling older materials. Earlier ideas of going it alone may come to an end.
10. Google and Microsoft may provide publishers with a choice: sell their content via Google to millions of users or librarians to thousands at a time.

Short Takes

MyiLibrary, an eBook aggregator, and the National Research Council Canada Institute for Scientific and Technical Information (NRC-CISTI) have partnered to start a fee based interlibrary loan service for eBooks called eBook Loans. The service will facilitate interlibrary loaning of eBooks as eBook Loans offers instantaneous access to tens of thousands of electronic books from scholarly publishers such as Blackwell, Springer, Taylor & Francis, and Elsevier. For more information on eBook Loans or to register, logon to <http://cat.cisti-icst.nrc-cnrc.gc.ca/search> and select the “MyiLibrary eBook Loans” link. *MyiLibrary News Release*, May 1, 2007.

The United Kingdom Serials Group (UKSG) Working Group “Project Transfer” has invited publishers to sign an agreed upon Code of Practice to Improve Procedures for Journals Transferring between Publishers. The aim of this project is to improve the procedures and policies pertaining to the transfer of journals between publishers by providing a set of guidelines for the transferring and receiving publishers. The code covers issues such as exchange of subscriber lists, URL and DOI transfer, ongoing online access to online content, and more. Publishers can sign up for the Code of Practice or view the Code on the Project Transfer Website, <http://www.projecttransfer.org>. *Transfer News Release*, May 9, 2007, <http://www.uksg.org/transfer/press>.

Beginning in June 2007, the American Library Association (ALA) will start sharing results from the 2007 Public Library Funding & Technology Access Study. Initial data will appear in a postcard in the June/July issue of *American Libraries*, and initial findings will be presented to the study advisory committee Saturday, June 23, at 9 a.m. in the Washington Convention Center Room 149A. The postcards also will be available at the ALA Annual Conference, June 21-27. Look for the final report online and in print-on-demand in September 2007. For more information, logon to <http://www.ala.org/plinternetfunding>.

OCLC has added a social networking feature to Worldcat.org. The addition of this feature will allow users to create their own profile and includes the ability to create personalized lists of items cataloged in WorldCat. Users can then perform a number of functions such as sharing lists with their friends, colleagues, and other WorldCat.org site users as well as grouping items owned by their home library or other WorldCat libraries. In the future, users will have the ability to export the bibliographic citations on their lists into citation software such as RefWorks and EndNote. For more information, logon to <http://www.oclc.org/emailcontent/articles/worldcat/updatesoffers.htm>.

TCR Quotes

“Alerting services are something that people in our community, librarians and publishers, have come to expect.”

— John Cox, Managing Director,
John Cox Associates Ltd.

Did You Know?

Researchers at Carnegie Mellon University in Pittsburgh, PA are working on a project, called reCAPTCHA, to digitize books using Web registration tools. Instead of typing in random letters and numbers when registering for a Website or making an online purchase, Internet users will be typing in snippets of a book. This effort to put time spent typing to good use is an effort to digitize older texts that would only become digitized via manual input rather than scanning Optical Character Recognition (OCR). *CNN Technology*, May 29, 2007, <http://www.cnn.com/2007/TECH/05/29/blather.to.books.ap/index.html>.

Upcoming Reviews in *The Charleston Advisor*

The Charleston Advisor's next issue — v.9, no.1 July 2007 — will be mailed to print subscribers during the last week of July. 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.

REVIEWS

360 Search (formerly Central Search)
Biography Reference Bank (H.W. Wilson)
Cambridge Companions Online
CQ Researcher plus Archive
Current Issues: Reference Shelf Plus
eHRAF: Collection of Archaeology
Empire Online
Encyclopedia of the Earth
Facts on File: African American History
IBISWorld
INscribe: e-publishing port of IU Press
Meebo
RefWorks

OTHER ARTICLES

From the Field: E-LIS, The Open Archive for Library and Information Science
Interview: Jane Burke, General Manager, Serials Solutions
Interview: Nader Qaimari, Senior Director, Thomson Gale Power Search Programs

Coming in Future Issues

- Hot topics from ALA Annual
- Highlights from the 2007 Fiesole Collection Development Retreat
- PDA's and the Library: A Forecast
- Library Database Evaluation Criteria