



The CHARLESTON REPORT

Business Insights into the Library Market

MARCH / APRIL 2012

VOLUME 16, NO. 5

Quotes from the 14th Fiesole Retreat

...with thanks to Katina Strauch

"There's nothing wrong with discovery services that can't be fixed by the reference layer."

"For 84% of students, the most difficult step of course-related research was getting started."

"The first book thief was Marc Antony."

"Technology will not turn students into scholars."

"Discovery and delivery are simultaneous."

"The value is in the network."

"Discovery is about relationships between documents."

"What is 'fair' linking?"

"The number of terms assigned to an object ups its relevancy ranking. Is this a good thing?"

"Every page on the Web can be searched as a database."

"We are sacrificing quality for speed."

"Are we dropping 'trust' levels?"

"People are spending more time reading but less time reading each article and people are reading older articles as well."

"The library is a fresh oasis for nomadic types. Nomadic use must be encouraged."

"Digitization is not enough."

"There is still use of the physical library. There is virtual use and physical use. The use of the virtual is ten times greater than of the print."

"The average number of personal journals sold for reading continues to decrease."

"End users read anywhere except in the library."

Report on the Fiesole 2012 "Information Discovery" Preconference

... Reported by Frederick C. Lynden, Retired, Brown University Library, <flynden@stanfordalumni.org>

Ed Note: The 14th Fiesole Retreat was held April 12-14, 2012 in Fiesole, Italy and welcomed over 100 attendees from all over the world to debate and discuss the future of Scholarly Publishing and Collection Development. This is the first in a series of reports on the excellent papers presented at the meeting. For the full Program and related slides, logon to the Fiesole Retreat Repository at <http://www.casalini.it/retreat/index.htm#>.

The Fiesole Preconference was a "wake-up call" for librarians. The report from Bruce Heterick (JSTOR) asserted that libraries are not the first source for people seeking information. Although this finding is common knowledge, his study documented this fact. Fewer and fewer people are starting their search at the library. In fact, fifty percent begin directly with JSTOR.

It is also certainly true that discovery services are making the Web easier to use: e.g., Credo Reference, Summon Search service, Primo Search Services, and EBSCO Discovery Service are bringing the library back into the picture. Librarians need to know that they have to brand products coming from libraries or the average user will think that the content originated with Google or another Internet provider.

As Mike Sweet (Credo Reference) said "It is revealing to know that 41% of all Google searches on a general topic end up with Wikipedia" which has lots of misinformation. Credo has developed a scholarly version of Wikipedia with journal articles, books, media, images and videos that points users to the Library, a positive step. As Jenny Walker (ExLibris) noted, it is also true that Primo Search Service uses a simple search box (like Google), but behind it are scholar's rankings which identify relevant scholarly content.

Mary Somerville (University of Colorado, Denver) recommended that the Sage Discoverability White Paper (<http://www.sagepub.com/repository/binaries/librarian/DiscoverabilityWhitePaper/>) be read by all librarians who are looking at how to make libraries more relevant. The Paper clearly states that more cooperation between publishers, vendors, and librarians is required because all of these parties also face the dilemma of being less useful to the average user who is in a hurry and simply uses his/her handheld device to dial up the Internet providers. As Judy Luther (Information Strategies) said: "From discovery to delivery on a hand held device – Get it at Your Library."

In a very futuristic presentation, Giovanni Tummarello (FBK - Fondazione Bruno Kessler and DERI-Digital Enterprise Research Institute) also spoke about the Semantic Web, a Web where pages have elements that machines can interpret automatically. He emphasized the importance of the Internet Infrastructure, i.e., Web indexes such as Resource Description Framework (RDF) and Web Ontology Language (OWL). The Semantic Web is already resulting in automatic discovery without human intervention.

The last speaker at the Preconference, Bill Hannay (Schiff Hardin LLP), presented a short history of library thefts, noting that disclosure of facts about thefts is embarrassing to libraries making it harder to call attention to thieves. He recommended theft insurance, as part of a loss control plan, and ACRL's Loss Control Measures.

Mark Your Calendars

May 7-8, 2012 — 2nd LIBER International Workshop on Digital Preservation, “Partnerships in Curating European Digital Resources,” Florence, Italy. Details available at <http://www.rinascimento-digitale.it/liber2012-internationalworkshop.phtml#>.

May 10, 2012 — “Ebooks and Elearning,” University College London Department of Information Studies. More information available at <http://www.ucl.ac.uk/infostudies/e-books/#>.

May 18-23, 2012 — Medical Library Association Annual Meeting and Exhibition, “Growing Opportunities: Changing Our Game,” Seattle, WA. Complete information at <http://www.mlanet.org/am/am2012/index.html#>.

May 29, 2012 — PEER End of Project Conference, presenting the results of Publishing and the Ecology of European Research (PEER), Brussels, Belgium. For Program and other information log on to <http://www.peerproject.eu/peer-end-of-project-conference-29th-may-2012/#>.

May 30-June 2, 2012 — Canadian Library Association 2012 National Conference and Trade Show, Ottawa Convention Centre Ottawa, ON. Registration and other information available at <http://www.cla.ca/conference/2012/#>.

June 21-26, 2012 — American Library Association Annual Conference and Exhibition, “Transforming Our Libraries, Ourselves,” Anaheim, CA. More information available at <http://www.alaannual.org/content/registration-housing-and-travel#>.

July 21-24, 2012 — American Association of Law Libraries 105th Annual Meeting and Conference, Boston, MA. Details and registration information at <http://www.aallnet.org/conference#>.

TCR Quotes

“Why the crumbling book business is worthy of so much attention from Justice while Wall Street skates is a broader question we’ll leave for another day.” David Carr, in “Book Publishing’s Real Nemesis,” his NYT piece wondering why Apple and not Amazon is targeted in the latest U.S. Justice Dept. price-fixing lawsuit. <http://www.nytimes.com/2012/04/16/business/media/amazon-low-prices-disguise-a-high-cost.html?src=rechp#>

The Charleston Report, Business Insights into the Library Market is published six times a year by The Charleston Co., 6180 East Warren Avenue, Denver, CO 80222. Subscription price per year is \$155 (U.S.) and \$170 (outside the U.S.). FAX: 303-282-9743.

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 Rebecca Lenzini, <rlenzini@charlestonco.com>, Editorial Offices, 6180 East Warren Avenue, Denver, CO 80222. 303-282-9706, FAX: 303-282-9743, (c) Copyright 2012, The Charleston Co. All rights reserved. ISSN 1091-1863.

Contributing Editors: Corrie Marsh <cmarsh12@gmail.com>, Tom Gilson <GilsonT@cofc.edu>

Editorial Board: Rebecca Lenzini, Katina Strauch

Chief Financial Officer: Rebecca T. Lenzini

Publisher: The Charleston Co.

Graphic Design: Toni Nix • Masthead Design: Jack Thames

By the Numbers

1%...The percentage of JSTOR searches which originated with discovery services including Summon, EDS (EBSCO Discovery Solution) and Primo Central from ExLibris. In comparison, 50% started directly in JSTOR; 37% in Google or Google Scholar. *Bruce Heterick, JSTOR, 14th Fiesole Collection Development Retreat, based on JSTOR data from January - December 2011.*

337,000...The number of visitors per day in March 2012 who browsed OverDrive-hosted “virtual branch” Websites of over 18,000 libraries. The figure represents usage from 219 countries and resulted in over 146 million page views for the month. Of note, library visitors stayed on the sites for an average of 9.5 minutes, viewing an average 11.6 pages per visit. OverDrive announced its intention to share more “big picture” data at the recent London Book Fair. <http://www.overdrive.com/News/OverDrive-to-Preview-Library-eBook-Data-at-London-Book-Fair-#>

62%...The number of digital articles read by scholars in the laboratory, compared to 26% at home and 10% while traveling. Of note: only 2% are read on library premises. *Carol Tenopir, “Just Because You Don’t See Them, Doesn’t Mean They Aren’t There: Tracing Scholars and Their Use of Resources,” presentation at the Fiesole 2012 Retreat.*

Key Questions for Open Access Publishing

... from a presentation at the Fiesole 2012 Retreat by Stephen Barr, President, Sage International, <stephen.barr@sagepub.co.uk>

- The double dipping question: have publishers committed to offset income from OA fees in hybrid journals against their subscription income?
- The sustainability question: will libraries continue long term to purchase journals whose content is available through repositories after 6 months? What embargo would be sufficient?
- The funding question: will other funders join Wellcome in recognizing that gold OA charges are a reasonable proportion of the costs of funding research?
- The quality question: does a transition to an author pays model, or to publication in journals like PLoS with lesser selectivity, compromise anything critical to the functioning of science?
- The risk question: is OA an overriding goal which should be pursued, even if this entails risks to established models of how science works? Or is preserving those models a priority against which any steps towards OA should be assessed?

“The economics of open access are crucial, but they should not dominate how we think about scientific publishing. We must protect the core principles of scientific publishing no matter what the model: the critical, independent scrutiny of scientific claims and long-term archiving of validated research.” — Maria Leptin, Director, EMBO, *Science*, March 2012.

Hot Topics from E&RL – Electronic Resources & Libraries Annual Conference 2012

... Reported by Jill Emery, Collection Development Librarian, Portland State, <jemery@pdx.edu>

April 2, 2012 marked the start of the 7th Annual Electronic Resources & Libraries Conference. This year's attendance was the largest achieved with around 550 participants joining us in Austin, Texas and another 100 attendees joining us virtually for our first full online conference offering. Both the in-person and the online conference have received positive reviews from attendees. Andrea Resmini served as the opening keynote speaker and gave a very thought-provoking presentation on cross-channel experiences in the information architecture world and how these principals can be applied to libraries developing both in-person and online services to patrons. In true cross channeling of the ER&L conference experience, you can still register for the online conference archive here: <http://www.electroniclibrarian.com/conference-info/online-conference>.

There were so many great sessions this year at ER&L that it was really hard to pick even a few to highlight but here are some that you will want to see so register for the online archive or go and read the twitter feeds at: #erl12. MS Powerpoints and selected videos will be posted throughout the summer and into next fall for some of the online sessions that have been recorded.

Anna Creech and Dani Roach pulled together a fantastic panel of librarians to speak about first-hand experiences with various ERM Systems in the program entitled: "All You Can ERMS: Laying Out the Buffet of eResource Management Systems." Perhaps for the first time in the history of library conferences that ten librarians shared a stage and all got through their presentation points with the time allotment! For the absolute best overview of the current ERMs available both opensource & for profit, this is a must see event.

"Designing a Copyright Outreach Program for Your Campus" was a wonderful program presented by Angela Riggio and Diane Gurman from UCLA that helped outline and offer ideas on copyright education from the library to your users.

"Challenging the Big Deal: A Case Study from the UK" presented by the new Californian, Mr. David Beales, outlined the background research and development of an algorithm for assessing big deal packages from the RLUK.

"Analytics Data in the Discovery Age" presented by Bobby Reaves, Jeannie Castro, Jeff Daniels, and Roberta Astroff helped participants learn how to harness data from discovery tools to enhance the collection development process using data-driven decisions.

Checkout the ER&L Flickr photographs to get a sense of the great networking and sessions that occurred at this year's conference: <http://www.flickr.com/photos/76489297@N04/sets/72157629296649186/>.

Lastly, the dates for the 2013 conference have been set as: March 17-20, 2013. ER&L will be piggybacking on SXSW and we're encouraging librarians to become involved with SXSWi (interactive) prior to our conference occurring. We look forward to seeing more new faces in Austin in 2013!

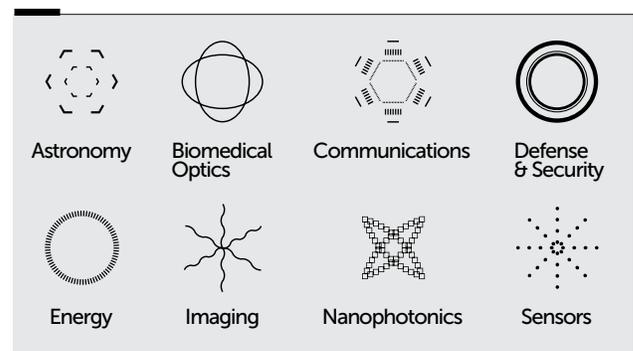
Short Takes

The LOCKSS (Lots of Copies Keep Stuff Safe) Program at Stanford University has been awarded a grant from the Andrew W. Mellon Foundation to ensure long-term preservation of dynamic Web 2.0 content. The two-year grant will enable LOCKSS to develop new techniques for collecting dynamic digital content from modern publishing platforms, ensuring its long-term preservation. LOCKSS is part of the Stanford University Libraries and has been self-sustaining since 2004. For more information about the LOCKSS Program, visit <http://www.lockss.org/>. Posted to *liblicense-l*, 18 Apr 2012 14:30:08 -0700.

Don't Miss This!

The Charleston Advisor v.13, no.4 (April 2012) features a "point/counter point" about the future of the Book Vendor in an eBook world. Be sure to read Bob Holley (School of Library and Information Science, Wayne State University) on "Fallout from the E-Book Revolution" and Michael Zeoli (YBP) with the counterpoint "Fallout Shelter." Both articles are Open Access at www.charlestonco.com.

The world's largest collection of optics and photonics applied research



"SPIE proceedings have information that you don't get otherwise, it's not published anywhere else so it's a unique resource."

Merete Raarup, Assistant Professor, UNIVERSITY OF AARHUS, Denmark



**SPIE
Digital
Library**

SPIEDigitalLibrary.org

Request your free trial today!
SDInfo.org

More from Fiesole 2012 – Serving the Nomadic Scholar: The Publisher's Perspective

Part of Session One examining the impact of the Web and virtual collections on the “nomadic scholar.”

... Reported by *Fiona Murphy, Executive Journals Editor, Wiley-Blackwell, <fmurphy@wiley.com>*

When considering this topic, the obvious starting point from an Earth & Environmental Sciences perspective was the fact that the geoscientist communities I serve are literally nomadic. Their passions are not the mythical dreaming spires of academia, rather they look to the “Great Outdoors” for research fulfilment and career progression.

Clearly, this situation provides a challenge to information flow. As well as sheer distance and challenging physical terrain, geopolitical challenges also figure as they tackle research in war zones for instance. These are often the places where research impact in terms of infrastructural improvements and lives saved will likely be greatest, so there can be powerful incentives to embark on such projects.

In terms of following the nomadic scholar out of the academy and into less well charted territory, librarians may think about taking an active role in research data management as funding bodies are putting more emphasis — and more stringent conditions — into Data Management Plans as being key deliverables within the research output package.

See, for instance, the Opportunities for Data Exchange (ODE) Project — an EC funded group of publishers, researchers and librarians. They've posited opportunities for librarians to develop expertise, offer advice based on the institution's capabilities and discipline spread as part of the funding workflow. Again, a potential space emerges for information management professionals to expand the range and scope of the communities they work with,

enlarge their expertise and sphere of influence, and further enhance their status as key stakeholders within the research communication ecosystem.

As a publisher attending a chiefly library focused event, I'm also aware of the importance and value of building communities in this time of transition. Research infrastructures, publishing models, communication output, are all under pressure to adapt, and an example of this is a project I — together with a group of partners — have submitted to the Joint Information Systems Committee (JISC). PREPARE: Peer Review for Publication & Accreditation of Research data in the Earth sciences bringing together University of Leicester, British Atmospheric Data Centre (BADC), US National Centre for Atmospheric Research (NCAR), California Digital Library (CDL), Digital Curation Centre (DCC), University of Reading, F1000 and Wiley-Blackwell.

The (PREPARE) project plans to capture the processes and procedures required to publish a scientific dataset, ranging from ingestion into a data repository, through to formal publication in a data journal. It will also address key issues arising in the data publication paradigm, namely, how does one peer-review a dataset, what criteria are needed for a repository to be considered objectively trustworthy, and how can datasets and journal publications be effectively cross-linked for the benefit of the wider research community.

Involvement by two research libraries in this initiative exhibits an opening up of the concept of community and offers a sign of a potentially ambitious future for librarianship.

The Content You Need. The Format You Want. Just in Time.

You're servicing a specialized market. So are we. In fact, we offer one of the most comprehensive selections for medicine, nursing and allied health on today's market. No matter what health-sciences content you're looking for, we have it all in the format you need.

Save
Money

Take advantage of our free freight and competitive discounts.

Save
Time

We're your one-stop shop for print and eContent from leading health-sciences publishers. Purchase easily through our online ordering system.

Manage
Smartly

Build a solid collection with our enhanced Online Approval Plan, Core Collection Update Program and Doody's Core Titles subscription access.



If you haven't seen us lately, don't wait. Visit us today.

800-345-6425
Rittenhouse.com
R2Library.com

Rittenhouse
BOOK DISTRIBUTORS

DISTRIBUTING THE LEADING SCIENTIFIC, TECHNICAL AND MEDICAL PUBLISHERS



511 Feheley Drive | King of Prussia, PA 19406