## Libraries on the Move

The 2006 National Awards for Museum and Library Service were presented to three libraries and three museums at the White House on January 8, 2007. The award recognizes institutions that have demonstrated a long-term commitment to public service through innovative programs and community partnership. The library awards were given to Frankfort (IN) Community Public Library, the Public Library of Charlotte and Mecklenburg County (NC), and San Antonio Public Library (TX). Each library was awarded a prize of $10,000. IMLS Press release January 9, 2007. For more information, logon to *http://www.imls.gov/news/2007/010807.shtm*.

The Center for Intellectual Property (CIP) at the University of Maryland University College has announced the launch of a new blog portal to address the cultural, legal, and political context of copyright issues. The new blog, called (c)ollectanea, will serve as an online discussion forum for current and future CIP Scholars. The blog is currently authored by Georgia Harper, who created the publication "The Copyright Crash Course" for the University of Texas System. For more information, logon to *http://chaucer.umuc.edu/blogcip/collectanea/*.

The British Library is partnering with the US Department of Energy in an effort to make the scientific offerings of all nations searchable through a single global gateway to be called "ScienceWorld." As planned, the gateway will eventually make science information resources from multiple nations available through a single internet portal. *British Library Press Release*, January 25 2007. For more information, logon to *http://www.bl.uk/news/2007/pressrelease20070125.html*.

## Congratulations to Katina!

The Reference and User Services Association (RUSA) of the American Library Association has announced that Katina Strauch is the recipient of the Louis Shores-Greenwood Publishing Group Award. Each year, the award recipient is selected for his or her significant achievement related to a reviewing process that helps librarians make selection and collection development decisions. Katina is the founder of the Charleston Conference, editor of *Against the Grain*, and Chair of the Board for *The Charleston Advisor*, a reviewing publication which she also helped establish. *American Libraries Direct* February 2, 2007. *http://www.ala.org/ala/pressreleases2007/february2007/StrauchShoresAward.htm*

## Short Takes

The creator of Wikipedia, Jimmy Wales, has announced plans to create a "people powered" search engine. The "Search Wikia" project will not rely on computer algorithms to determine the relevancy of webpages to keywords; instead, results generated by the search engine will be decided and edited by humans. Like Wikipedia, the search site will rely on a large community of members to create and run it. For more information on the Search Wikia project, logon to *http://search.wikia.com/wiki/Search_Wikia*.

The American Library Association (ALA) is conducting a multi-year survey on public library funding and technology access. The survey seeks information from public libraries regarding their Internet connectivity, public computing, technology training, as well as the public library's role as a public access technology center in its community. The study is funded in part by a $2.6 million donation from the Bill & Melinda Gates Foundation. Preliminary results from the study will be available at the 2007 ALA Annual Conference in Washington, D.C. For more information on the study, logon to *http://www.ala.org/plinternetfunding*. *ALA Press Release* February 6, 2007. *http://www.ala.org/ala/pressrelease2007/february2007/DeadlineAccesssurveyMarc.htm*

Electronic journal services provider EBSCOhost has announced that preprint articles can now be accessed via its Electronic Journals Service (EJS). EJS is the library's tool for the administrative work associated with the management and access of ejournals. With the addition of preprint articles, EJS enables the library to provide its end users with access to the most recent electronic content prior to its release in print format. When browsing issues through EJS's e-linking technology, links to preprint articles will automatically populate when available for the journals the library has under subscription. In addition, library administrators can utilize the administrative functions within EJS to alert their patrons to available preprints. *EBSCO Information Services News Release*, December 20, 2007. For more information, logon to *http://www.ebsco.com/home/whatsnew/host_preprint.asp*.

## Check It Out!

The Pew Research Center has released a report entitled "How Young People View Their Lives, Futures, and Politics: a Portrait of 'Generation Next.'" The report offers a portrait of young persons between the ages of 18-25. Based on phone interviews conducted in the fall of 2006 where Pew researchers spoke to approximately 1,500 individuals, this report asked participants about their political beliefs, their use of technology as a form of social communication, and their thoughts on immigrants. For more information or to download the report, logon to *http://people-press.org/reports/display.php3?ReportID=300*.

# News from the eBook Market

- As of September 2007, Oxford University Press will be expanding its Oxford Scholarship Online (OSO) program to offer the majority of its scholarly monograph publishing online. Users will be able to access online monographs in areas such as Biology, Business, Classics, History, Math, Linguistics, Literature, Physics and Psychology in addition to currently available subjects. *Oxford Scholarship Online Press Release*, January 22, 2007. *http://www.oxfordscholarship.com/oso/public/index.html*

- Ebrary and YBP Library Services are partnering in an effort to make it easier for libraries to acquire eBooks. Ebrary will integrate its platform and selection of eBooks and other titles with YBP's GOBI online database. This will give libraries the ability to select and manage their print and eBook orders in a single place. *Ebrary Press Release*, January 17, 2007. *http://www.ebrary.com/corp/newspdf/ebrary_YBP.pdf*

- The Joint Information Systems Committee (JISC) has announced the "eBooks National Observatory Project," a two-part project exploring the importance and usage of eBooks in United Kingdom higher education. The project will begin this month with the acquisition and licensing by JISC of core learning material and will end with the analysis of eBooks usage by September 2008. The study will also explore the impact and effects of licensing core reading materials online. For more information, logon to *http://www.jisc-collections.ac.uk/projects_and_reports/coll_ebooksproject.aspx*.

- NetLibrary, a division of OCLC, is now offering nearly 2,000 bestsellers, classics, and new releases from Books On Tape and Blackstone Audio. Library users can search for, preview, download, and listen to eAudiobook titles through the NetLibrary platform via the Internet. *OCLC Press Release*, February 12, 2007. For more information, logon to *http://www.oclc.org/audiobooks/*.

# By the Numbers

**75 %…** of consumers indicated that personalization would improve their social networking experience by introducing them to other members who share their tastes and interests. *OCLC Abstracts*, January 22, 2007.

**$3.5 billion…** The total library expenditure of all 123 ARL member libraries in 2004-2005 was more than $3.5 billion. *ARL Statistics 2004-2005*. To download the entire report, logon to *http://www.arl.org/bm~doc/arlstat05.pdf*.

**$5 million…** Serials expenditures for the median ARL library were close to $5 million last year. Statistics show that about half the money spent on serials, $2.8 million, was used to purchase electronic serials. *ARL Statistics 2004-2005*. To download the entire report, logon to *http://www.arl.org/bm~doc/arlstat05.pdf*.

**12 million…** 8% of American Internet users, or 12 million Americans, write a blog. Sreebny, Oren. "Digital Rendezvous: Social Software in Higher Education." *EDUCAUSE Research Bulletin 2007, no. 2*. (January 16, 2007)

**57 million…** 39% of American Internet users, or 57 million Americans, read blogs daily. Sreebny, Oren. "Digital Rendezvous: Social Software in Higher Education." *EDUCAUSE Research Bulletin 2007, no. 2*. (January 16, 2007).

# Top Five Consumer Trends for 2007

**Status lifestyles decline.** Expect 2007 to be the year in which many brands realize that the 'old,' mass-era status symbols are no longer every consumer's dream.

**Transparency tyranny explodes.** Reviews of anything and everything will go multimedia and more purchase decisions will be influenced by fellow, like-minded consumers.

**Web N+1 hype continues.** Broad debate on what constitutes Web 3.0, Web 4.0 and who knows, even Web 5.0 is all around us.

**Trysumers who try anything.** Experienced consumers become more daring in trying anything and everything.

**The global brain grows.** The world's intelligence and experience is fully networked, incorporating not only the usual suspects like gurus, professors and scientists, but the experiences and skills of hundreds of millions of smart consumers as well.

*Source: http://www.trendwatching.com.*

# TCR Surveys: Print Publications Moving to Email

*"This is a pernicious trend that increases our overhead and in no way benefits our readers." — TCR Survey Respondent*

A recent lively discussion on the SERIALST listserv brought attention to the fact that some smaller publications that had been mailed in print are now being mailed to subscribers as an email or email attachment. *TCR* conducted a small survey (79 respondents) to find out if this is a trend seen in libraries, what challenges it brings, and how librarians are handling this type of format change and delivery method.

As the majority of the respondents (67) work in academic libraries, the responses best reflect the status of print only journal subscriptions in that type of institution.

- Close to half (44.3%) of the respondents reported that they have encountered publications that were previously in print but now come as an in-text email or email attachment.

- Slightly over half (50.3%) have not had this experience at their library.

- The remaining respondents were not sure if this has happened at their library.

- According to the survey responses, newsletters are the type of publication that most frequently arrives through email. This includes business newsletters, society newsletters, religious newsletters, small government publications, and library association newsletters.

- Respondents indicated that the main problem they have with receiving these publications through email is that there is no easy way for them to then distribute the information to their patrons. Librarians are not sure whether to print out the content or make it available electronically somehow.

- Respondents indicated that there are several solutions they are trying to make these publications available to patrons. Some libraries print the publications out from the email and put them in folders. Others put a link to the publisher Website in the catalog if the emailed publication can also be accessed on the publisher site. Still others ask the publisher for permission to post the newsletter somewhere on the library website. Several respondents, though, indicated that they do not make these publications available to patrons due to the difficulty of distributing them.

- Several respondents indicated that their library would consider cancelling publications as they become delivered in an email. The workflow disruption caused by handling publications that come as an email was frequently cited as a reason for cancellation.

- Librarians generally do not feel that email is a viable option, even for small newsletters. Included are sample responses when librarians were asked to comment on the possibility of print publication moving more and more to email:

— "Email is not a viable option for large libraries which have large numbers of subscriptions. Staff change often in our institution and it would be difficult to establish a specific email address and be assured that it is checked regularly. Because it is not a cost-effective format for our library I would suggest the publisher mount the publication electronically if they do not wish to have it printed."

— "We do not continue a subscription if sent as an email format."

— "I think this type of subscription is not appropriate for academic libraries. People have enough emails to go through. Having a Website with an RSS feed would be better."

## Mark Your Calendars!

## TCR Quotes

*"...attempts...to use the faculty's inherent strength to deal with problems of scholarly publishing... have really been thwarted by the faculty's fear that...they wouldn't be able to get their work into the right journals."*

— James V. Maher, Provost and Senior Vice Chancellor, University of Pittsburgh speaking on the concerns a provost sees when looking at the current state of scholarly publishing.

"The Research University and Scholarly Publishing: The View from a Provost's Office" in *ARL: A Bimonthly Report, no. 249* (December 2006). *http://www.arl.org/resources/pubs/br/br249.shtml*

# Highlights: ALA Midwinter

Seattle proved to be a pleasant and popular site for the ALA Midwinter meeting. The agreeable weather and the host of amenities in the downtown area made it a superb location for 2007. Total registration figures affirmed the popularity of Seattle as a venue: registration had reached 12,196 by Monday, January 22 – well ahead of the 11,084 recorded for Midwinter 2006 in San Antonio, but much lower than the 13,232 for Midwinter 2005 in Boston.

Among many highlights discussed at the meeting were the following:

The Top Technology Trends discussion addressed topics such as mass digitization, the future of the OPAC, and libraries' forays into social networking. At this discussion Clifford Lynch (Coalition for Networked Information) wondered whether we were clear enough about what we wanted from a new ILS to get a really good product from anyone and Andrew Pace (North Carolina State University) commented that some of our ILS vendors spent themselves into oblivion building the features we said we wanted. All Top Tech Trends podcasts are available at *http://litablog.org/category/ala-midwinter-2007/*.

"Next Generation OPACs and Search Engines" was a MARS (Machine Assisted Reference Section of RUSA) hot topic session that showcased the implementation of "next generation" searching capabilities at several libraries. Tito Sierra (North Carolina State University) demonstrated NCSU's Endeca powered integrated library system. One strength of this ILS is the use of faceted navigation. David Wasserman (King County Library System) explained his institutions adoption of AquaBrowser and demonstrated how users can find materials via associations, context, and spelling corrections.

Collection development in the "digital age" was a topic under heavy discussion this year. Libraries continue to meet past functions while adding new services and try to retain existing forms while reacting to new demands.

Digital gaming as a method of library instruction was discussed in the session, "Digital Gaming in Library Instruction." Attendees discussed 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 popular search engines such as Google.

Education for Librarianship was part of a panel discussion on the components necessary for education in librarianship. During this session ALA President-Elect Loriene Roy urged a stronger collaboration between library practitioners and educators in the MLIS curriculum. Current ALA President Leslie Burger will be appointing a task force of practitioners, educators, and students to share ideas and present findings. The Forum blog is available at *http://blogs.ala.org/libraryeducation. php*.

Librarian Salaries were discussed at the ALA-APA council meeting. A non-binding resolution on the endorsement of a minimum salary of $40,000 for "professional librarians" was passed unanimously at this session.

Print reference collections were the topic of a RUSA (Reference and User Services Association) Reference Services Section Discussion Group. The group addressed the following questions: How have new technologies, new services altered the physical and conceptual space of the reference room? Is the print reference collection shrinking? On these topics Alan Solomon (Yale University) noted, "The reference room and its collection have lost their traditional use. Students use this space as a semi-private work space and it remains popular for that reason."

## Overheard in the halls of ALA Midwinter

"Societies will go out of business in the next ten years. They can't sustain their numbers in the face of all this conglomeration."

"When will WalMart buy Amazon and determine all the books that we can read?"

"Open Access will cost more and will ruin the balance/partnership between publishing and libraries."

"The Internet is creating a greater demand for works of synthesis."

"I hate license agreements. When has a publisher ever sued a library? We are spending time on tasks that aren't necessary and we are being dominated by lawyers."

## Don't Miss This!

The United Kingdom Serials Group (UKSG) is offering all of the delegates at the November 2006 Charleston Conference access to their publication, Serials, free of charge until the next Charleston Conference in November 2007.

To enable access to the journal, conference-goers need to register as an individual at *http://tandf.msgfocus.com/ c/1o2C3UN5TG6Ap9K* and send the resulting MetaPress ID, with the word Charleston Serials Access in the subject line to <Beverley.acreman@tandf.co.uk>.

## Did You Know?

The blogging phenomenon is set to peak in 2007 according to technology predictions by Gartner analysts. In the middle of 2007, the number of blogs will level out at around 100 million; 200 million bloggers have already stopped writing their blogs. The analysts at Gartner say that blogging is set to level off because most people who would ever start a web blog have already done so. *BBC News Online*, "Blogging 'set to peak next year,'" December 14 2006, *http://news.bbc.co.uk/1/hi/ technology/6178611.stm*.

## Coming in Future Issues

- Methods for Evaluating Electronic Resources
- Library Budget Updates
- News from the Publisher's Perspective
- Marketing Tips for Publishers