Short Takes

In early October 2007, The UK PubMed Central (UKPMC) Publishers Panel, a committee consisting of research funders and scientific, technical, medical (STM) and scholarly publisher trade associations, released a "statement of principles" regarding "the re-use of articles for which open access fees have been paid." Among the principles: open access (OA) articles paid for by funders may be "freely copied and used" for text and data mining purposes, as long as they are fully attributed, "undertaken on a non-commercial basis," do not interfere with any "moral rights" of the author, and as long as re-use takes place within the bounds of "copyright or other applicable law." The statement stresses the value publishers add to the research process and encourages funding bodies to establish clear funding methods to ensure that research costs can be met. To read the full statement of principles, logon to *http://www.wellcome.ac.uk/ doc_WTX041316.html*. *UKPMC Publishers Panel Press Release, http://www.wellcome.ac.uk/doc_ WTX041377.html*, October 5, 2007.

Powerset, a new search engine, is gearing up to compete with Google. In contrast to the keyword searching used by many contemporary search engines, the new search engine will utilize a natural language search algorithm that is intended to make it easier for humans to communicate with search engines. Powerset's natural language technology was developed by the Palo Alto Research Center. The new search engine is still under development and is not currently available for regular use. However the company has launched Powerset Labs, a community where interested users can try out the Powerset search engine and provide feedback. For more information, logon to *http://www.powerset. com/*. *Powerset News Release, http://www. powerset.com/press/tc40*, September 17, 2007.

Did You Know?

The introductory paragraph(s) found at the top of many Web pages contain extraneous text — that is, a block of words that users typically skip when they arrive at a page. Users generally go to more actionable content on a Webpage such as bulleted lists, product features, or hypertext links. To learn more about text and Webpage design, logon to *Jakob Nielson's Alertbox Blog*, October 1, 2007, *http://www.useit.com/alertbox/intro-text.html*.

Libraries on the Move

The Boston Library Consortium, Inc. (BLC) became the first large scale consortium to begin a self-funded digitization project with the Open Content Alliance (OCA). The BLC announced that it has entered a partnership with the OCA to build a freely accessible library of digital materials from all 19 consortium member institutions. Books scanned under the BLC initiative will be hosted by the Internet Archive and will be available for indexing by any search engine that follows the OCA's philosophy of open access to digital content. The digitizing effort will take place in a scanning center, the Northeast Regional Scanning Center, located in the Boston Public Library. *Boston Regional Library System Blog, http://blog.bpl.org/brls/?p=51*, September 20, 2007.

This September, seventy senior managers and technical experts from museums, archives, audio-visual collections and libraries across Europe came together to plan the European Digital Library. The European Digital Library network (EDLnet) will develop a prototype to bring together content from some of Europe's major cultural organizations. The project will be run by The European Library together with the National Library of the Netherlands. During its two-year lifespan, the project will address the human, political, semantic, technical, and organizational interoperability issues that arise in providing a multi-lingual, single portal for searching within and across Europe's cultural resources. For more information, logon to *http://www.europeandigitallibrary. eu/edlnet/*.

27th Annual Charleston Conference Preview

The 27th Charleston Conference — "What Tangled Webs We Weave" is set to begin Wednesday, November 7 (preconferences and Vendor Showcase) and November 8-10 (main Conference). Over 1,000 librarians, publishers, vendors, consultants, end users, and others are registered. The Conference will host 11 preconferences on topics as varied as Acquisitions Basics to Electronic Resource Management. The Plenary Sessions held on Thursday and Friday will feature keynotes by Deborah E. Wiley (John Wiley & Sons), Clifford Lynch (Coalition for Networked Information), Bill Hannay (Schiff Harden & Waite), and Jane Burke (SerialsSolutions). A panel of CEOs will discuss the future of electronic publishing and what top management is planning for the digital era. Numerous sessions explore the eBook, opportunities and challenges, including the popular preconference "Navigating the eBook Landscape." Sessions on archiving and sustainability of the electronic archive, the future of the OPAC (online public access catalog), how to incorporate Google into the library, collection evaluation and assessment are just some of the over 140 sessions planned. There is also a virtual conference Website where you can view papers and discussions which are taking or took place during and after the conference. For further interaction with the conference, visit *http://www.katina.info/conference*.

Mark Your Calendars

The 2007 Society for Scholarly Publishing (SSP) Fall Educational Seminars are scheduled for November 12-14, 2007 at the American Geophysical Union in Washington, D.C. Seminar topics include: Opportunities for Publishers in a World of Institutional Repositories, Technology Blitz: A Practical Update on the Next Generation Technology, Changing Workflows in Production, New Business Models for New (and Gently Used) Content, and Innovations in Pricing and Licensing. For more information, a detailed schedule, and registration, logon to *http://www.sspnet.org/Events/Meetings_and_Seminars/2007_Fall_Educational_Seminars/spage.aspx*.

The 2008 American Library Association (ALA) Midwinter Meeting will be held at the Pennsylvania Convention Center from January 11-16, 2008. For more information including online registration, logon to *http://www.ala.org/ala/eventsandconferencesb/midwinter/2008/home.htm*.

The 2008 NFAIS (National Federation of Abstracting and Information Services) Annual Conference and 50th Anniversary Gala will be held at the Park Hyatt at the Bellevue in Philadelphia, PA. The conference, themed The New Information Order: Its Culture, Content and Economy, is scheduled for February 24 -26, 2008. For more information logon to *http://www.nfais.org/press/2008_ANCO_Theme_Announce.htm*.

Check It Out!

The American Library Association (ALA) has released the findings of a large scale national survey on public libraries entitled "Libraries Connect Communities: Public Library Funding & Technology Access Study 2006-2007 Report." The report, a three year long endeavor, assessed public access to computers, the Internet and Internet-related services in U.S. public libraries as well as the impact of library funding changes on connectivity, technology deployment and sustainability in Fiscal Year 2007-2009. For more information or to download the full report, logon to *http://www.ala.org/ala/ors/publiclibraryfundingtechnologyaccessstudy/pullibfunandtechaccstudy.htm*.

By the Numbers

$48.9 billion… The video game market is expected to increase to $48.9 billion by 2011 according to a recent report by PricewaterhouseCoopers Entertainment & Media Practice. *BusinessWeek Online*, The Power of Gaming, October 12, 2007, *http://www.businessweek.com*.

150,000… NetLibrary became the first eBook vendor to offer 150,000 full-text eBook and eAudiobook titles to academic, public, special, and school library users. The eBook provider added its 150,000th book on September 20, 2007. *OCLC Press Release*, *http://www.oclc.org/news/briefs/brief158.htm*. For more information on NetLibrary logon to *http://www.oclc.org/netlibrary/*.

117… The number of unique FaceBook visitors rose 117 percent from 8.9 million unique visitors in August 2006 to 19.2 million unique visitors in August 2007 after registration for the site was opened to the public. *Nielsen//NetRatings Report*, *http://www.nielsen-netratings.com/pr/pr_070920.pdf*, September 20, 2007.

$10 billion… Facebook is seeking investment that would value the company at around $10 billion. *BusinessWeek Online*, September 25, 2007, *http://www.businessweek.com*.

61 billion… A new study found that more than 95 percent of the worldwide Internet audience conducted 61 billion searches worldwide in August, an average of more than 80 searches per searcher. *comScore Press Release*, *http://www.comscore.com/press/release.asp?press=1802, October 10, 2007*.

Top 10 Websites by Brand

From Nielsen/NetRatings, September 2007.

1. Google (112,245,000 Unique Visitors)
2. Yahoo! (108,130,000 Unique Visitors)
3. MSN/Windows Live (94,463,000, Unique Visitors)
4. Microsoft (92,869,000 Unique Visitors)
5. AOL Media Network (88,483,000 Unique Visitors)
6. Fox Interactive Media (63,587,000 Unique Visitors)
7. eBay (58,943,000 Unique Visitors)
8. YouTube (54,501,000 Unique Visitors)
9. Wikipedia (47,529,000 Unique Visitors)
10. Apple (44,291,000 Unique Visitors)

For more information and statistics, logon to *http://www.nielsen-netratings.com/pr/pr_071010.pdf*.

TCR Surveys: Google Scholar and OpenURL

…by Kristen DeVoe, Editor, The Charleston Report

"I was impressed with the response from Google Scholar, which was quite fast for a free service."
— TCR Surveys Respondent

Since its inception, Google Scholar has been a popular resource for use by students and patrons. It is frequently presented in bibliographic instruction courses and used at the reference desk by librarians who are assisting patrons. One often mentioned problem with using Google Scholar for research is the experience of the user who clicks on the link to the article in the results list and then may be asked to login or purchase the article to view the full text. Making the full text of articles found in Google Scholar results lists available through a library's OpenURL link resolver can help to solve the problem of finding the appropriate copy. Using Google Scholar's Library Links program, librarians can configure their institution's link resolver to work with Google Scholar. *TCR*'s informal survey asked librarians to share their thoughts and experiences concerning Google Scholar and OpenURL link resolvers. As the majority of the respondents work in academic libraries, the responses best reflect experiences in that type of institution.

- The majority of librarians surveyed (44 out of 50) indicated that their library has purchased and implemented an OpenURL link resolver.

- According to responses, Ex Libris SFX and SerialsSolutions' 360 Link (formerly Article Linker) are the most frequently purchased link resolvers. Other products that libraries have purchased include:
  — EBSCO's LinkSource
  — Innovative Interfaces' WebBridge
  — The Colorado Alliance's Gold Rush

- When asked to comment on the ease of configuring OpenURL link resolvers to work with Google Scholar, responses ranged from very simple to very difficult, with the majority of responses describing the implementation experience as very easy. Most respondents indicated that they did not encounter any challenges when setting up their link resolver to work with Google Scholar. Ease of configuration depends, of course, on external factors such as library staff skills and available technical support. Below are some comments from the respondents:
  — "It took a good while for Google to load the data. Unlike a commercial vendor the folks at Google did not inform us when we were up and running. I had to check a couple of times to see when we were activated."
  — "There were no challenges in configuration really. Serials Solutions have a dedicated area in their Client Centre to set up the links and they provide the necessary data to Google."
  — "They make the process quite simple."

- When survey respondents were asked to discuss their level of satisfaction with the setup between their OpenURL link resolver and Google Scholar, many indicated that they were quite satisfied with the consistency of linking and have not experienced any major problems. While some respondents said that they were not satisfied with the setup, this response was certainly not the most common. Below are some comments from the respondents:
  — "Fairly satisfied when our holdings actually appear"
  — "The links are solid"
  — "Google Scholar is a common source of bad metadata for OpenURL requests, and many of my troubleshooting requests come from users not getting to the full text from Google Scholar OpenURL requests."
  — "We are extremely pleased with the way GS retrieves conference proceedings and other unusual items - its success is unparalleled. GS is far better in linking to materials in the sciences for us than the humanities or social sciences."
  — "We suffer from the usual irregularity of coding by resource providers."
  — "It is okay, but sometimes Google Scholar doesn't have enough metadata to create a link."
  — "Only once we found that the citation in Google Scholar was wrong, so it linked to the wrong journal."

- When asked to describe ways that Google Scholar can improve its interaction with OpenURL link resolvers, respondents offered several suggestions and observations. Many of these were related to metadata quality and developing standards. Some include:
  — "I would hope vendors would see this as an opportunity rather than a threat, and thus make their OpenURL standards compliant and consistent."
  — "I think, however, that often the citations in Google Scholar are incomplete or inaccurate, so if these problems were minimized, presumably the linking would work more consistently."
  — "I would like the setup for patrons to be easier; currently, students have to know to go into preferences to set up this link resolver. A link on the page indicating that this is available could be very helpful."

Don't Miss This!

The University of California recently released a survey of UC faculty on their attitudes and practices regarding scholarly communication. The survey results suggested that while faculty express a need for change in current scholarly communications systems, they have been slow in changing their personal strategies and have chosen traditional publishing behaviors. The survey results also reveal faculty attitudes and behaviors towards tenure and review processes, copyright, university policies related to scholarly communication, and more. For more information and to download the entire report, logon to *http://osc.universityofcalifornia.edu/responses/activities.html*.

Seventh Annual Charleston Advisor Readers' Choice Awards

. . . Contributed by George Machovec, Managing Editor, The Charleston Advisor

For the seventh year, *The Charleston Advisor* is sponsoring a series of awards for the best and worst electronic services and databases of interest to libraries. The awards are not necessarily limited to products covered by *TCA*, but *TCA* reviews (if available) were consulted in the final consideration. These awards are published on an annual basis. Members of the editorial board made the selections in a September 2007 conference call.

Awards are given in ten standard categories and special one-time awards are periodically given and labeled below as a "special award."

Best New Product

Teen Health and Wellness — A terrific product from Rosen Publishing which meets an important need to a critical group. *http://www.teenhealthandwellness.com*

Best New End-User Product

Zotero — A great open source piece of bibliographic software to assist students and researchers in collecting, managing, and citing sources. It is especially oriented to working in the digital world. *http://www.zotero.org*

Most Improved Product

Thomson Gale PowerSearch and Gale Virtual Reference Library — A greatly improved search interface that supports multi-database searching, tabs for easy limiting, many customization options at the institutional level, and pre-packaged sub collections.

Best Interface

Oxford Scholarship Online — Searching is easy, intuitive and loaded with special features. Both beginning and advanced searchers will find the interface powerful but easy to use. *http://www.oxfordscholarship.com*

Best Content

Google Book Search — This project has had unprecedented expansion as Google has added a great number of new libraries including many outside of the United States. "By the pound" this is the most ambitious digitization project ever done. *http://books.google.com*

Best Pricing

Nytimes.com — The free Web version of the *New York Times* and its backfile represents one of the best opportunities on the Web. The addition of video, podcasts and other features shows how newspapers can transform themselves. *http://nytimes.com*

Best Contract Options

Synthesis Digital Library of Engineering and Computer Science — These collections are licensed on a one-time purchase basis offering both perpetual access and no ongoing fees. It doesn't get much better than that. *http://www.morganandclaypool.com*

Best Customer Support

Overdrive — offers digital media downloading services and has wonderful customer support by really listening to the customer, anticipating customer needs, and seriously paying attention to customer input. *http://www.overdrive.com*

Best Efforts

scitopia — It's great to see many major scientific societies work together to create a federated vertical search gateway. *http://www.scitopia.org*

Readwhatyouwant.com — Using technology to help those with reading disabilities get books in their format of choice is an outstanding use of technology. This site is a must for libraries. *http://readwhatyouwant.com*

Just Keeps Getting Better Award (Special Award)

LibraryThing — A fabulous tool for librarians and researchers which keeps getting better and better. It allows you to catalog your own books, offers a readers advisory service, a social space for books and other cool stuff. *http://www.librarything.com/*

Watch for This (Special Award)

Newser.com — for an innovative new technique of packaging the news in a very visual way. Wouldn't this look good on a big screen? It is currently in beta release. *http://newser.com*

Vaporware Award

Horizon and Voyager — SIRSI has left a lot of libraries unhappy with the announcement that the widely-used Horizon ILS is coming to its end of life. When the Francisco Partners (owners of Ex Libris) purchased the Voyager system, it quickly became clear that Voyager was not at the top of the food chain in that acquisition. Both of these major ILS solutions can see future vaporization.

Lemon Award

PRISM (The Partnership for Research Integrity in Science and Medicine) — The Association of American Publishers (AAP) has announced a partnership to oppose efforts to put publicly funded research in the public domain. They oppose "the risks of proposed government interference with the scholarly communication process." These publishers should not bite the hand that feeds them. *http://www.prismcoalition.org*

About Face Award

This is a new standing award category that will point out retrograde motion in the publisher/vendor community. Some of the worst offenders this year include:

American Association for the Advancement of Science — for their recent decision to stop depositing *Science* in JSTOR

Taylor & Francis — for their removal of content from Ebrary

Coming in Future Issues

- Highlights from the 2007 Charleston Conference
- The Latest on Electronic Resource Management Systems
- Library Budgets Update
- eBook Packages