



The CHARLESTON REPORT

Business Insights into the Library Market

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Short Takes

The Association of College and Research Libraries (ACRL) Scholarly Communications Committee has released a white paper that encourages academics, librarians and their key partners to gather more data on practices that both enable and inhibit scholarly communication. The paper, "Establishing a Research Agenda for Scholarly Communication: A Call for Community Engagement," lays out a research agenda for creating greater understanding of the rapidly-evolving system of scholarly communication by identifying eight themes for stakeholders. The content of the paper is based on a one-day meeting of the ACRL Scholarly Communications Committee in June 2007. ALA Press Release, November 6, 2007. For more information or to view the full report, logon to <http://www.ala.org/ala/pressreleases2007/november2007/comment07.htm>.

The Copyright Clearance Center, Inc. (CCC) is expanding licensing services to include rights to over 1,000 blogs. This expansion is available through an agreement with Newstex, a news aggregator. The expansion has interesting implications for bloggers by increasing the potential of realizing royalty income for the use of their work. Additionally, the decision should increase the value of the CCC's Annual Copyright License. Copyright Clearance Center Press Release, November 19, 2007. For more information, logon to <http://www.copyright.com/cc/viewPage.do?pageCode=au147>.

TCR Quotes

"A faculty member talked about a book I never read. I went to Amazon and read the synopsis, reviews, etc, so I could talk about the book. Why doesn't the library provide that?" — Graduate Student response to questions regarding the use of library resources.

From "The Library is a Good Source if You Have Several Months: Why Library Sources are Not the First Choice." 2007 Charleston Conference Presentation by Lynn Silipigni Connaway, Research Scientist, OCLC.

Libraries on the Move

Johns Hopkins University (JHU) Sheridan Libraries have created a Digital Research and Curation Center (DRCC). The purpose of the Center is to manage the increasing amount of digital scholarship that is generated by university faculty and researchers. The Center will employ not only librarians, but also programmers, engineers, and scientists who, together, will work with other campus departments to support digitization projects. The Center will preserve and provide access to digital material. It will also work to find innovative uses of the digital content that were not possible with the print format. The *JHU Gazette*, November 5, 2007. To read more about the project, logon to <http://www.jhu.edu/~gazette/2007/05nov07/05digital.html>.

Yale University recently announced that it has partnered with Microsoft and Kirtas technology to scan and host up to 100,000 volumes held by the Yale University Libraries. Librarians at Yale will work with Microsoft to identify which items will be chosen and will focus on out-of-copyright English language materials. After digitization, the materials will be available through Microsoft's Live Search. Digital copies of the books will also be preserved by the Yale Library for future use. *Yale News Release*, October 30, 2007, <http://www.yale.edu/opa/newsr/07-10-30-02.all.html>.

Don't Miss This

The Association of Research Libraries (ARL) recently published a report concluding that libraries and publishers are stuck in "an extended transition zone" between electronic only and print only journals. The 48 page report, entitled "The E-only Tipping Point for Journals: What's Ahead in the Print-to-Electronic Transition Zone," was authored by Judy Luther of Informed Strategies and Richard K. Johnson, the former SPARC executive director. The report is based on interviews with 24 academic librarians and publishers conducted between June and August 2007 as well as on published resources. The report predicts a "steep decline" in the role of the print journal in the institutional market within the next 5-10 years. *Association of Research Libraries Press Release, December 5, 2007. For more information or to download the entire report, logon to <http://www.arl.org/news/pr/e-only-tipping-point-5dec07.shtml>.*

Did you Know?

A recent study conducted by the Nemertes Research Group, an independent consulting firm, indicates that unless approximately \$137 billion is invested into new capacity, the Internet could be overloaded with content very soon. The report specifies that, due in part to increased video and other Web content, the Internet could reach capacity as soon as the year 2010. The amount of streaming and interactive video, peer-to-peer file transfers, and music downloads will contribute to the demand for increased capacity, with Internet users projected to create 161 exabytes (one exabyte is equal to 1.1 billion gigabytes) of new data this year. *PC World*, November 24, 2007, <http://www.pcworld.com/article/id,139885-c,researchreports/article.html>.

The Different Types of Technology Users

At the 2007 Internet Librarian conference keynote speaker Lee Rainie, director of the Pew Internet and American Life Project, described ten different groups of technology users. The user types are based on data collected and compiled within the Pew Internet and America Life Project.

1. Omnivores (8% of the U.S. population): They enthusiastically use everything related to mobile communications technology.
2. Connectors (7%): This group, trending toward older females, really uses the communication aspects of these technologies.
3. Lackluster Veterans (8%): They use the Internet frequently, but are less avid about cell phones.
4. Productivity Enhancers (8%): They have strongly positive views about how technology helps them increase their productivity at work and at home.
5. Mobile Centrics (10%): They fully embrace the functionality of their cell phones, but don't use the Internet much.
6. Connected But Hassled (10%): They find all this connectivity intrusive and information something of a burden. They often experience information overload.
7. Inexperienced Experimenters (8%): These casual users occasionally take advantage of interactivity.
8. Light But Satisfied (15%): They have some technology, but it does not play a major role in their lives. They love TV and radio.
9. Indifferents (11%): They proudly proclaim that they don't like this technology, but they begrudgingly use it a little.
10. Off the Network (15%): They have neither a cell phone nor an Internet connection. Older females dominate this group.

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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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By the Numbers

\$399... Kindle, Amazon.com's new wireless reading device has a Manufacturer Suggested Retail Price of \$399. The average price for one of the 90,000 available titles is \$10. *Amazon.com Press Release*, November 19, 2007. For more information, logon to <http://phx.corporate-ir.net/phoenix.zhtml?c=176060&p=irol-mediaHome>.

29%... In a report by The Harris Poll on America's favorite leisure-time activities, 29% of respondents indicated that reading is their favorite leisure activity. This number is down from 35% in 2004. *The Harris Poll*, November 15, 2007. For more information, logon to http://www.harrisinteractive.com/harris_poll/index.asp?PID=835.

15th... American fifteen-year-olds rank 15th in average reading scores for 31 industrialized nations. National Endowment for the Arts Report *To Read or Not To Read: A Question of National Consequence*, November 19, 2007. For more information or to download the full report, logon to <http://www.arts.gov/news/news07/TRNR.html>.

60%... Approximately 60% of 20,000 active peer-reviewed journals are now available in electronic format. *ARL Report, "The E-only Tipping Point for Journals: What's Ahead in the Print-to-Electronic Transition Zone,"* December 5, 2007. For more information or to view the full report, logon to http://www.arl.org/bm~doc/Electronic_Transition.pdf.

14.6 million... Russia had the fastest growing online audience during the past year, increasing 23% to 14.6 million unique visitors. *ComScore Press Release*, November 7, 2007. <http://www.comscore.com/press/release.asp?press=1885>

Check This Out

RLG Programs has released a 13-page report describing metadata practices among 18 RLG Programs partner institutions. The report, titled "RLG Programs Descriptive Metadata Practices Survey Results," describes local tool development and customization, and points to a limited ability to share metadata practices, a lack of confidence regarding the effectiveness of metadata practices, and the degree of connection between metadata creators and their primary audience. Additionally, the report discusses the usage levels of specific data structure standards, perspectives on controlled vocabularies, and types of tools utilized. *RLG Programs Website*, November 27, 2007. To download the full report, logon to <http://www.oclc.org/programs/publications/reports/2007-03.pdf>.

Highlights from the 2007 Charleston Conference: Issues in Book and Serial Acquisition: “What Tangled Webs We Weave”

...by Katina Strauch, Charleston Conference Founder <kstrauch@comcast.net>

There were 1,144 people registered for this year’s Charleston Conference which took place Wednesday, November 7 through Saturday, November 10, in Charleston, SC. Roughly 56% librarians, 18% vendors and aggregators, 15% publishers, 2% consultants, 2% library school students were in attendance.

Hot topics included:

Formats — Should everything be electronic? Are eBooks going to take over the way eJournals have? There were at least seven sessions that dealt with eBooks, and the critical mass is growing, but library end users want books both ways – print and electronic.

Archiving and preservation — This has moved to the top of librarians’ concerns. We are starting to realize that not all electronic information will or can be preserved. What can/will we preserve? How can we preserve it? Who will do it? Librarians? Publishers? Consortia? Third parties we don’t yet know about?

Peer reviewing and the authentication of information — There were at least two sessions that discussed Wikipedia. One speaker on a plenary panel showed a slide from Wikipedia that attributed Charles Dickens’ *A Tale of Two Cities* to Shakespeare and bemoaned the fact that not everyone knows that this is not the case. Peer reviewing is even more important in the electronic environment.

Assessment of collections and lists of core resources — Several very practical sessions dealt with the nuts and bolts of assessing book collections. As information becomes more ubiquitous, this is part of the certification and authentication process.

The OPAC — Jane Burke from SerialsSolutions gave one of the most provocative talks of the Conference. Decrying the “silos” that libraries have created to access information, she called for librarians to give up many of their sacred cows like bibliographic instruction.

Surprisingly, **Open Access** was not discussed as frequently as in prior recent years, though OA is clearly not dead.

Hyde Park Corner is alive still. After many dormant years, Hyde Park Corner (a chance for participants to sound off about just any old thing) was revived this year. Though there were only a few hundred people present as this was the closing session of the Conference and the beautiful Charleston weather was calling from outside, many great ideas emerged at this session. You’ll have to come back next year to see what they were!

Proceedings of the Conference will be published in print by Greenwood Publishing/Libraries Unlimited. There will also be paper posted on the ERIL Website and the Charleston Conference Virtual Community. See www.katina.info/moodle.

Information on the 2008 Charleston Conference (November 5-8, 2008) will be posted on the Charleston Conference Website www.katina.info/conference. Y’all come on down!

Some quotes:

“Wikipedia is a great resource that covers many topics that traditional encyclopedias do not cover, but the information is not always accurate.”

“Let’s be clear; the competition is Google.”

“Don’t throw away print. Let’s not be extremists about format.”

“Success is a single interface.”

“Change requires change.”

“There is no such thing as free information.”

“We are more than a crossroads.”

“It’s all about the users and they are forcing a paradigm shift.”

“We continue to be bifurcated.”

“Are we our own worst enemies?”

“Journals are very text-mining friendly.”

“Myth — it’s all free and available on the Internet.”

Digital Repositories: CRL’s Efforts to Certify Moving Forward

The 2007 Charleston Conference *Charleston Advisor* Preconference on Wednesday, November 7th, focused on Digital Repositories and efforts not only to create them but to “certify” them. As part of the preconference, Bernard Reilly, President of the Center for Research Libraries in Chicago, summarized CRL’s recent efforts to develop expertise and metrics for assessing digital preservation repositories and other provisions adopted by publishers for the long-term storage and maintenance of digital content and data.

Such metrics include the *Trusted Repositories Audit and Certification (TRAC)* checklist, produced and published in cooperation with the Research Libraries Group and supported by funding from the Andrew W. Mellon Foundation. CRL has audited eight different archives to date, including LexisNexis, Portico, LOCKSS and NewsBank, among others. Efforts are aimed at creating a methodology and a “checklist” for certifying trusted digital repositories.

Reports on the Portico and LOCKSS audits will be published in the January issue of *The Charleston Advisor*, thanks to a new information and data exchange between TCA and CRL. The reports will detail the relative merits of the two archiving systems in terms of approach, content, potential costs, and risks.

At CRL’s annual members’ meeting in April, staff will elaborate further, with analyses of the costs and benefits of Portico, LOCKSS, and various alternatives. CRL is also looking at archiving plans and provisions that publishers like ProQuest, Gale, and others have put in place to back up electronic resources and will report on this in future issues of TCA. One important area to be addressed is “perpetual access.”

10th Fiesole Collection Development Retreat Focuses on “Scholarly Communication on the Network”

The 10th Fiesole Collection Development Retreat returns to its home base of Fiesole, Italy, from March 27-29, 2008. This year's theme addresses “Scholarly Communication on the Network: Collecting and Collaborating Where our Users Live,” and takes a look at the impact of the Web and Web 2.0 directives on scholarly communications. Among the featured speakers are Sarah Thomas, Bodley's Librarian and Director of Oxford University Library Services; Dr. Elisabeth Niggemann, Director General of the German National Library; Leigh Watson Healy, Chief Analyst for Outsell; Geoffrey Bilder, Director of Strategic Initiatives for CrossRef; Herman Pabbruwe, CEO of Brill; Ingegerd Rabow, Senior Librarian at Lund University Library;

Charles Lowry, Editor of *portal: Libraries and the Academy* and Dean of Libraries at the University of Maryland; and Paola Gargiulo, Electronic Information Resources Specialist, CASPUR.

To see the complete program including all sessions and speakers, logon to http://digital.casalini.it/retreat/retreat_2008.html.

The Fiesole Retreat series is jointly co-sponsored by Against the Grain, Casalini Libri and The Charleston Company. Watch for highlights from the Retreat in future issues of TCR. For more information and to access the complete Fiesole Retreat Series repository, logon to <http://digital.casalini.it/retreat/>.

TCR Surveys: eBooks

A survey of 64 librarians from primarily academic libraries indicates that the acquisition and patron use of eBooks is on the rise. The purpose of this survey was to learn about the state of the eBook industry from the librarians' perspective by asking about increases and decreases in eBook acquisitions, eBook usage, and librarian perceptions on the advantages and disadvantages of eBooks.

The results of the survey indicate that

- Libraries initially began to collect eBooks between 1999-2002 to increase access to library materials/support distance education programs, to experiment with new technologies and formats, or because they could take advantage of a consortial deal.
- In the last two years (2005-2007) eBook collections in the libraries surveyed have expanded and librarians plan to continue this growth. Only one of the surveyed librarians indicated plans to decrease eBooks acquisitions in their library.
- Libraries base their plans to increase eBook collections on the recognized advantages of eBooks. These advantages include:
 - availability and accessibility
 - convenience
 - searchability
 - space saving capabilities
- Librarians also plan to develop their eBook collections based on the observed increased usage of eBooks in their libraries.

37 of the 64 respondents indicated that they have noticed an increased user demand for eBooks based on reference desk statistics, usage statistics, and user requests.

- Librarians need to increase user awareness of eBooks in order to increase use. Some respondents indicated that they believe eBook usage will increase when they can incorporate their eBook

holdings into the library's online catalog, thus increasing the visibility of the eBook collections. Others indicated that they believe word of mouth from one user to another about the availability of eBooks will increase usage.

- Although eBooks have become an important part of the library's collection for many respondents, most were careful to point out that eBooks are not perfect and that there are still several disadvantages that need to be addressed. These include:
 - Licensing issues such as restricting the number of users allowed at a time per eBook.
 - Lack of standard interface and format for eBook content delivery.
 - Inability to print large portions or chapters at a time.
 - Lack of attention to archival issues.
- Librarians expect that eBooks are here to stay, but that they will continue to evolve. Survey respondents were asked to share their predictions/hopes for the future:
 - Purchase models will change to allow for the opportunity to select customized title collections.
 - Technologies will continue to evolve and allow for more multimedia incorporation, as well as for more portability.
 - Formats and platforms will standardize and improve.
 - The market will continue to expand, especially as distance education increases.



Coming in Future Issues

- eBook Packages
- Highlights from ALA Midwinter
- CRL Audits of LOCKSS and Portico
- Library Database Evaluation Criteria