



# The CHARLESTON REPORT

## *Business Insights into the Library Market*

MARCH / APRIL 2008

VOLUME 12, NO. 5

### Libraries On The Move

The Library of Congress recently launched a new project called "The Library of Congress Experience." This project, three years in the making, offers users access to historical and cultural treasures through interactive technology as well as a companion website. Users who cannot visit the Library in person can participate through the companion site [www.loc.gov/experience](http://www.loc.gov/experience) which offers a download with interactive features such as zooming in/out and other exploratory activities. *Library of Congress News Release*, March 18, 2008, <http://www.loc.gov/today/pr/2008/08-053.html>.

Article records from the British Library have been added to OCLC's Worldcat.org. The additional records are from the British Library's Inside Serials, the serials service that gives access to articles from 20,000 different journals. Thanks to the load of this article-level metadata from the British Library, the volume of article level metadata in Worldcat has increased by 60% and the number of article records in the service has passed 57 million. *OCLC Abstracts*, volume 11, no. 14, April 7, 2008. For more information on British Library Inside Serials, logon to <http://www.bl.uk/reshelp/atyourdesk/docsupply/productservices/inside/index.html>.

### Mark your Calendars

**The Enterprise Search Summit** is an in-depth, 2-day conference that covers how to develop, implement and enhance cutting edge search capabilities. This year's summit will be held in New York City from May 20-21. To register, logon to <http://www.enterprisearchsummit.com/registration.shtml>.

**The Society for Scholarly Publishing's 30th Annual Meeting** will be held May 28-30 in Boston, MA. The theme for this year's meeting is Empires of the Mind: Inventing the Future of Scholarly Publishing. For more information, logon to <http://www.sspnet.org/>.

**The 11th Fiesole Collection Development Retreat** will be held July 23-25, 2009, on the campus of the University of Strathclyde in Glasgow, Scotland. Watch for program and event details coming this fall.

**The 28th Annual Charleston Conference** is scheduled for November 5-8, 2008 in Charleston, SC. This year's theme is "The Best of Times, The Worst of Times." For more details, visit the Charleston Conference Website at [www.katina.info/conference](http://www.katina.info/conference).

### Publishers Adding Web 2.0 Features to Popular Products

Web 2.0 features continue to gain in popularity. As a result, many publishers are adding these capabilities to their online search interfaces. For example, Elsevier will be launching new features to ScienceDirect, which provides access to the publisher's STM full-text journals and electronic books. Among the features to be added are user comments, ratings, and social bookmarking options supplied by Elsevier's free 2collab service ([www.2collab.com](http://www.2collab.com)). Other publishers and online database vendors are also jumping into the Web 2.0 pool. This summer EBSCO will be launching EBSCOhost 2.0, a platform that will include a variety of ways to refine and limit searching including a date slider limiter, related image results, and the ability to refine by format type. The information will be presented in a new layout, similar to that of the new Web 2.0 catalogs such as Encore and the NCSU's Endeca based catalog. For more information on the Elsevier improvements, logon to <http://info.sciencedirect.com/>. Information on EBSCOhost 2.0 can be found at <http://www.ebscohost.com/thisTopic.php?marketID=1&topicID=969>.

### Did you Know?

A new ARL (Association of Research Libraries) report, *Research Library Publishing Services: New Options for University Publishing*, reveals that many academic research libraries are offering more publishing services than in the past and are beginning to include publishing as an important part of their mission. The report, authored by Karla Hahn of ACRL, notes that 88% of respondents who publish are involved in publishing electronic journals, 71% publish monographs, and 79% publish conference papers and proceedings. Some of the key findings of the study include the following:

- Service development is being driven by campus demand, largely from authors and editors.
- Substantial investment in open source applications such as Open Journal Systems, Open Conference Systems, D-Pubs, and DSpace is facilitating service development.
- Library publishing services are part of a range of new kinds of services libraries have developed or are developing, such as repository and digitization services.
- The use of various forms of revenue generation is common for publishing services, but core support comes from library resources and in some cases new campus funding.

Association of Research Libraries Press Release, April 2, 2008, <http://www.arl.org/news/pr/research-library-publishing-services-2apr08.shtml>. To download the entire report, logon to <http://www.arl.org/bm~doc/research-library-publishing-services.pdf>.

## By the Numbers

**74%...** Yahoo! Answers receives 74% of all U.S. visits for online question and answer services. *Hitwise Press Release*, March 2008, <http://www.hitwise.com/press-center/hitwiseHS2004/question-and-answer-websites.php>.

**\$3.9 million...** Amazon's 2008 projected sales are now \$3.9-4.1 million, an overall increase of 29-35% over 2007. This estimate is based on the 2008 first quarter's above-expected growth of 37% over the previous period a year ago. *New York Times*, April 24, 2008.

**50%...** Users spend 50% of their online time purely on navigation. From a report on "E-book Action Research at UCL," presented by David Nicholas, Director, UCL Centre for Publishing, at the 10th Fiesole Collection Development Retreat, March 29, 2008.

## 2008 UKSG Conference Draws Record Number

This year's United Kingdom Serials Group Annual Conference, held in Torquay — the Riviera of the UK — from April 7-9, 2008, drew a record breaking number of attendees and exhibitors. The opening session featured remarks by James Gray, CEO of Ingram Digital, who described the digital supply chain and how it is changing to accommodate publishers and information consumers. James was followed by Muir Gray of the National Health Service who discussed building knowledge into medical practitioners' workflows. In contrasting the behavior of researchers from practitioners, Gray noted that scholarly journals are designed to answer questions asked by researchers and he noted a "positive bias" to published research, particularly in abstracts. The final speaker, Kevin Guthrie, formerly of JSTOR and now with Ithaka, offered a comparison of trends in the newspaper industry and how these apply to publishing and libraries. For more coverage of all the sessions at UKSG, be sure to logon to Serials e-News at [www.ringgold.com/UKSG/si\\_pdf.cfm?AC=6632&Pid=10&Zid=3732&issueno=168](http://www.ringgold.com/UKSG/si_pdf.cfm?AC=6632&Pid=10&Zid=3732&issueno=168).

*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 Kristen DeVoe, <[devoek@cofc.edu](mailto:devoek@cofc.edu)>, Editorial Offices, 6180 East Warren Avenue, Denver, CO 80222. 303-282-9706, FAX 303-282-9743, (c) Copyright 2008, The Charleston Co. All rights reserved. ISSN 1091-1863.

Editor: Kristen DeVoe

Editorial Board: Rebecca Lenzini, Katina Strauch

Chief Financial Officer: Rebecca T. Lenzini

Publisher: The Charleston Co.

Graphic Design: Toni Nix • Masthead Design: Jack Thames

## 10 Tech Tools for Efficient Information Management

1. **SendMeRss** (<http://www.sendmerss.com>) — RSS sent to you via email
2. **Kuler** (<http://kuler.adobe.com>) — color palette generator and social sharing options
3. **Glance** (<http://www.glance.net>) — tool for collaborative computer-to-computer demos and troubleshooting
4. **Conduit.com** (<http://www.conduit.com>) and **LibX** (<http://www.libx.org>) — two options for creating Website toolbars
5. **PDFHammer.com** (<http://www.pdfhammer.com>) — Free online tool for manipulating PDF files
6. **Web Developer Toolbar** (<http://chrispederick.com/work/web-developer/>) — Firefox extension for troubleshooting your Websites. Also works to generate color swatches, view document structure outlines and many features not just for Web developers
7. **PonyFish** (<http://www.ponyfish.com>) — Add RSS to a page or site that doesn't have it
8. **AddThis.com** (<http://www.addthis.com>) — Simple bookmark widget that lets users save content to up to 36+ social bookmark and community sites. Also a great way to know how users are interacting with your content
9. **ProcessLibrary** (<http://www.processlibrary.com>) — resource for identifying DLL and related control files on your Windows computer
10. **Rollyo** (<http://www.rollyo.com>) — a way to create a personalized custom search engine

For more tools, logon to <http://cil2008.pbwiki.com/Roger>.

## Check this Out

The Section 108 Study Group, a government group charged with updating a key section of copyright law pertaining to libraries, has delivered a report recommending an extensive series of changes to Section 108 of the U.S. Copyright Act. Section 108 was created as part of the Copyright Act of 1976 and provides limited copyright exemptions for libraries and archives. Among recommendations for legislative change are:

- Museums should be eligible under section 108
- Section 108 should be amended to allow a library or archives to authorize outside contractors to perform at least some activities permitted under section 108 on its behalf, provided certain conditions are met,
- "Fragile" should be added to the list of conditions that may trigger replacement reproduction of a physical work. A fragile copy is one that exists in a medium that is delicate or easily destroyed or broken, and cannot be handled without risk of harm.

To view the entire report, please logon to <http://www.section108.gov/docs/Sec108StudyGroupReport.pdf>.

# Highlights from the Fiesole 2008 Collection Development Retreat

*... Reported by Katina Strauch, Co-Sponsor, The Fiesole Retreat Series*

The Tenth Fiesole Collection Development Retreat was held at the elegant European University Institute (EUI) in Fiesole, Italy, twenty minutes from Florence, March 27-29, 2008. The Retreat is an informal meeting of leading library and information industry participants which is devoted to thinking through and debating the new world order in collection development. This year's theme was "Scholarly Communication on the Network: Collecting and Collaborating Where our Users Live."

The Retreat began with an optional half-day preconference, "Breaking the Chain and Back Again." Keynote speaker Mark Carden (Senior VP and General Manager EMEA for Ingram Digital Group) began the preconference by exploring the impact of emerging models and structural changes that the digital content supply chain have had on users of the "network" as well as on those who supply content to them. What are new opportunities for information discovery, acquisition, and use? What are the challenges in organization and control? Who's delivering what and how? What are the multiple channels and distribution points that now exist "network-wide." He was joined by a panel of reactors which included James R. Mouw (Assistant Director for Technical and Electronic Services, University of Chicago Library), Chris Beckett (VP, Sales and Marketing, Atypion Systems, Inc.), James P. McGinty (Vice-Chairman, Cambridge Information Group) and Steve O'Connor (University Librarian, Hong Kong Polytechnic University).

The Retreat began with an Opening Dinner honoring the 50th Anniversary of Casalini Libri and 10th Fiesole Retreat. The Master of Ceremonies and Keynote was Michael Keller (University Librarian, Director of Academic Information Resources, Stanford University; Publisher of Highwire Press, and Publisher of the Stanford University Press). Michael had prepared an impressive look at Mario Casalini and his family and their work on behalf of all libraries to acquire Italian language materials. The next morning the opening session featured a welcome and celebration of Fiesole's 10th Anniversary by Veerle Deckmyn (Library Director, EUI) followed by remarks by Elizabeth Chapman (Deputy Director, Library Services, University College London). Liz went through comments and predictions by past Retreat participants to put the current Retreat in context. The first session, "Users on the Network," discussed changes in user expectations and behavior wrought by the use of the ubiquitous network in the processes of scholarly communication. The first part of the session included perspectives from the leaders of two major research libraries in the United Kingdom and Germany – Sarah Thomas (Bodley's Librarian and Director of Oxford University Library Services and Elisabeth Niggemann (Director General of the German National Library). This was followed by a discussion of ongoing research in how online media are changing the way scholarly information is constructed and understood led by Leigh Watson Healy (Chief Analyst, Outsell) and Geoffrey Bilder (Director Strategic Initiatives, CrossRef).

Following a luncheon, discussion moved to Open Access and what the network has made possible in scholarly communication. The ongoing tension between the network-facilitated ability to provide free and uncontrolled access to information versus the costs of insuring that the information is of sufficient quality and can be authenticated, accessed, and maintained in perpetuity was brought out in a variety of international perspectives on Open Access from scholars, librarians, and publishers. The discussion addressed the history of the movement and included research on what effects to date have been on both producers and consumers. Both the practical and policy considerations of the Open Access initiative were touched upon. Speakers included Catta Torhell (Library Director, University College of Boras), Michael Mabe (CEO, International Association of Scientific, Technological and Medical Publishers), Ingegerd Rabow (Senior Librarian, Lund University Library), Charles Lowry (Editor, portal: Libraries and the Academy, and Dean of Libraries, University of Maryland), and Paola Gargiulo (Electronic Information Resources Specialist, CASPUR). This was followed by an elegant and lively cocktail and hors d'oeuvres reception at Casalini headquarters in Fiesole.

The last session of the Retreat was titled "Delivery of Information to Users 'On the Network'" and circled back to some of the themes of the preconference. New distribution channels for scholarly communications made possible by network technology and information sharing services allowing collaboration among interested parties and contributors directly from other users were under considerable discussion. This session was both a practical and philosophical look at how the industry is coming up with ways to use Web 2.0-friendly methods to provide information to users via the tools they are using now and will want to use in the future. Speakers included Carol Hughes (Associate University Librarian for Public Services, University of California, Irvine), Herman Pabbruwe (CEO, Brill), Dave Nicholas (Director, School of Library, Archive and Information Studies and UCL Centre for Publishing), and Clare Jenkins (formerly Director of Library Services, Imperial College London, and Project Director, UKRR, January-September 2007).

The Closing Session and remarks were by Tony Ferguson (University Librarian, University of Hong Kong) who summed up the Retreat in terms of Digital Library Federation's Peter Brantley (Executive Director, DLF)'s article about the success of a conference. Watch for Tony's remarks in our next *Charleston Report*.

Powerpoints and texts from this year's retreat are now available at [http://digital.casalini.it/retreat/retreat\\_2008.html](http://digital.casalini.it/retreat/retreat_2008.html).

For more information about the Fiesole Retreats and to read many of the papers delivered at past Retreats, visit <http://www.digital.casalini.it/retreat/>.

## Retreat Quotes

*"When somebody else can do it better, copy it."*

*"Users are best served by flexibility."*

*"Copyright cannot stand in the way of progress."*

*"We are creating digital incunabula."*

*"Where are our users going and are they taking libraries with them?"*

*"Communities change the nature of scholarly communication."*

*"No library is an island."*

*"Actual use is more important than the Impact Factor."*

*"Standards impede flexibility."*

*"There is not a 'nobody pays' model."*

*"Author self-archiving is haphazard and low level."*

*"We don't go online to read, we go online to avoid reading."*

*"The Internet is a shopping mall."*

*"The Internet will drive down costs. It has already."*

*"Is the all digital environment good for the planet?"*

*"The goalposts keep moving in the electronic playing field."*

*"Content is still king."*

*"Are we too print centered?"*

*"Whatever happened to the paperless society?"*

*"Will email survive?"  
"Will Facebook survive?"*



## Computers in Libraries Hot Topics

... Reported by Kristen DeVoe, Editor, *The Charleston Report*

The 23rd Computers in Libraries Conference (<http://www.infotoday.com/cil2008/>) was the largest ever with 2,202 attendees, 283 exhibit only visitors, and 182 exhibitors. Attendees came from 48 U.S. states and 18 countries to learn, share ideas, and hear the 186 speakers and moderators at the conference.

### Some hot topics from this year's conference:

- **Federated Searching**

- The number of choices from commercial vendors is rapidly shrinking (not much diversity of choice) while open source options are increasing.

- There is progress on the standards front.

- There is an increasing use of visualization features in some of the products, which provide users with more entry points to content.

- Federated search is becoming one module of larger efforts to integrate all content into a single discovery tool.

- There are affordable turnkey solutions being offered, with greater possibilities for off-site hosting and SaaS.

- **The Library OPAC**

- Interoperability is essential: like using APIs.

- The fact that we can't put together a quality OPAC isn't because it's hard to do, but rather that it is systemic and representative of the greater libraryworld problems.

- **Facebook and Libraries**

- Sticky site: the average user spends 20 minutes on the site.

- Facebook library applications exist but are little used if they are not social.

- It is never a mistake to give users more options.

- People WANT to interact, but they can't find out how on a library site.

- It is best to let students or patrons initiate "friending" on social bookmarking sites rather than the library initiating it.

- **Gaming in the Library**

- Users who have experienced the gaming events tend to gravitate toward the staff who run the gaming events afterwards when they are in the library for another need or reason.

- The attendees come to the library more after the gaming events. They also use reference materials as their primary activity in coming to the library.

## Don't Miss This — TCA's New Reviews for April 2008!

The latest issue of *The Charleston Advisor* (v.9, no.4, April 2008) has just been released in both print and online formats. Be sure to check out the reviews in this issue, as well as the Open Access informative articles.

### Comparative Review:

- Inspec on InspecDirect vs. Inspec on Engineering Village

### Standard Reviews:

- Book Review Digest Plus and Book Review Digest Retrospective
- Cambridge Shakespeare Survey Online
- Consumer Action Web Site
- CQ Political Reference Suite
- Depository Access to Reports Technical and Scientific (DARTS)
- The International Dunhuang Project: The Silk Road Online
- Mint Global Academic Business Package
- Pidgin
- ReferenceUSA

- Value Line Research Center
- WorldCat
- WorldCat Collection Analysis

### Open Access Articles:

- COUNTER Usage Reports: Practical Challenges in a Reference/E-Book Environment by Laura Cox and Sasha Gurke
- The XO Laptop by Meris Mandernach and Jody Condit Fagan

### Special CRL TRAC Summary Reports: (provided in cooperation with the Center for Research Libraries)

- ProQuest TRAC: CRL Case Studies of Digital Repositories — UMI Dissertation Publishing Usage by Bernard F. Reilly, Jr. and Marie-Elise Waltz
- The Inter-University Consortium for Political and Social Research — Summary of the CRL Test Audit by Bernard F. Reilly, Jr.

Logon to [www.charlestonco.com](http://www.charlestonco.com) to view the entire issue, including full text.

### TCR Quotes

*"Putting a pretty face on a lousy ILS doesn't get us where our patrons need us to be."* Computers in Libraries 2008 blogger.

### Coming in Future Issues

- Improving the OPAC
- Highlights from the ATG News Channel
- The Latest on Liblicense-L
- Library Database Evaluation Criteria