Libraries on the Move

With the addition of Stanford University, PeerJ has announced that a total of 20 universities have now signed up to provide PeerJ Publication Plans to their faculty. Authors from these institutions will have their publications automatically paid for them using funds centrally provided by their library. According to PeerJ, for the price of just one year of access to just one subscription journal (or a single open access publication fee at many other publishers), universities can fund lifetime publication plans for a large number of their faculty. For more information, including Case Studies from several of these institutions, logon to *https://peerj.com/edu*. Any university interested in a similar arrangement can email PeerJ at: <info@peerj.com>.

Check This Out!

John Wiley & Sons, Inc., has announced the launch of its next generation enhanced HTML article, the "Anywhere Article," which provides readability, interaction, and portability for users of Wiley's Online Library. The new enhanced HTML offers a highly interactive and portable alternative to flat HTML or PDF formats using the latest HTML5 technology and provides an optimal viewing experience on any device. The Wiley Online Library includes over 1,500 multidisciplinary journals. Of note, Wiley states that its research shows that 65% of users prefer to download a PDF, rather than use standard HTML articles. Wiley hopes that the Anywhere Article, with enhanced HTML, will offer both the portability and readability of the PDF, while opening up new ways to improve the user experience. Wiley encourages users to offer feedback on the initiative at *https://wileyonlinelibrary.uservoice.com/forums/207212-wiley-online-library-enhanced-html-article-feedbac*.

TCR Op Ed:
MOOCs — The Bitcoin of Higher Ed?

. . . by Dennis Brunning, Contributing Editor, ATG and The Charleston Advisor, <brunning@asu.edu>

Time is swift enough. Overlay the Internet and it roars by at the speed of thought.

MOOC enthusiasts, the sprinters in higher education creative destruction, must be in a mental freeze, with ice cream headaches, over the rapid melt going on in MOOCSPACE.

Sebastian Thrum, a Silicon Valley mover and shaker and one of the action leaders of the MOOC movement, describes his own MOOC courses as "lousy product." Thrum, inventor of the driverless car, is dropping out of his Udacity lecturing position to focus on other innovations. It won't be Massively Open Online Courses.

What audacity led to this?

MOOCs are all about higher education costs, educational reach, and quality as well as the ability and capacity brought by the Internet and Worldwide Web, to deliver one teacher's knowledge and brilliance to millions. Except for faculty salaries, MOOCs are cheap; you build one once with a camera operator, some editors, and a person to manage a server. In return, you reach Web users presumably hungry for quality higher education delivered right to their computer.

Mr. Thrum's issue, it seems, is that many people register for his classes but few finish them. Only 5% to 10% of Thrum's many students complete the course. Far fewer pass competency exams. He's feeling what any faculty member dreads — empty seats, dropped enrollment — all of which suggest teacher failure.

But wait. No MOOC instructor is experiencing empty seats. He or she is like a rock star who has left the stage and is back at the hotel partying at the pool. No, the problem is with the fans. MOOC students enroll in social media quantities only to complete less than 10% of the time. This, among all the measured variables, dampens enthusiasm for MOOC producers. However, these completion rates are little different from open courses in most secondary schools since the dawn of adult education. What MOOC students lack is simple motivation.

Perhaps it's the industrial psychology truism of "where there's no skin in the game, none of us are sufficiently motivated." MOOC makers scratch their heads over this failure to launch issue. OMG…are there no parents among them? Boredom protects teenagers from overworking their already heated brains. We simply have to understand the teenage brain that continues into young adulthood, well into the college years, and beyond.

We are told, though, that MOOCs are seldom boring. Star professors are hired or self-select because they are academic performers. They are good teachers. They inspire.

That MOOCs are stumbling is sad because we do need to address quality postsecondary education at a good price. We especially need the soft skills that the arts and humanities cultivate as high paying hard skill jobs simply aren't needed. At the center of the slow economic recovery are employers who purged their employment rolls of jobs made redundant by technology. While we were all playing games and doing social media on our phones the excess employment got moved overseas or out the door. And the door doesn't revolve.

By the Numbers

50,000... the number of titles that have been added to Ingram's MyiLibrary eBook platform since the beginning of 2014. New titles include current bestsellers as well as premier content from academic publishers. *http://www.1888pressrelease.com/ingram-grows-its-myilibrary-e-book-platform-with-50-000-addi-pr-512591.html*

28%... the percentage of U.S. adults who read an eBook in the past year, up from 23% at the end of 2012, according to a January 2014 survey conducted by Princeton Survey Research Associates International. Of note, about seven in ten Americans reported reading a book in print, up 4% after a slight dip in 2012. *http://www.pewinternet.org/Reports/2014/E-Reading-Update.aspx*

22... the number of scholarly articles read each month of 2012 by U.S. scientists and social scientists, according to new data from Carol Tenopir and the Center for Information and Communication Studies at the University of Tennessee in Knoxville. Statistically, this number is not different from 2005 and marks the first time since the reading-habit questionnaire began in 1977 that manuscript consumption has not increased. *http://www.nature.com/news/scientists-may-be-reaching-a-peak-in-reading-habits*

Don't Miss This!

The open access journal, *Collaborative Librarianship* (eISSN: 1943-7528), completes five years of publication with the release of Vol. 5, no. 4. Included in this issue are two scholarly articles that address the collaborative development of a learning commons in an academic library, and librarian-faculty partnerships that advance information literacy. Two articles in "From the Field" cover library research assignments and the scope and nature of open access library journals. "Viewpoints" discuss how libraries can take advantage of non-traditional partnerships and describes how two library science students forge interesting collaborations. Three reviews of publications dealing with chemistry research, information literacy, and archives and museums round out this issue.

TCR Op Ed — MOOCs

Recently the University of Phoenix, one of the first companies to apply for-profit methods to higher education, laid off 500 middle managers and similarly paid employees to tighten margins that are dissolving under government tightening of student loan terms, accreditation standards, the downward turn in enrollment from a prolonged near recession of high unemployment, and competition from nonprofit schools in the technology-created online space. They even laid off the specialists who helped create a new learning platform. More important, though, is the fact that over the last few years they've laid off thousands of enrollment counselors. These were well-trained individuals who worked with prospective and current students to get them started on what everyone hoped would be a life-changing journey.

Many counselors let go by UOP felt especially bad that they could no longer help people. Many have gone public and have exposed the University for using the Web as the primary recruiting tool. To lower costs of enrolling students, the for-profit university uses recruitment technology which reduces staffing and those costs.

Healthcare.gov seems to be in a similar bind. Health insurance enrollment involves complex and difficult choices and isn't easily computerized. This puts the human role in a distinctly different light. Unlike the UOP which dumps people, the government needs more people to navigate individuals through enrollment.

A well-designed MOOC could help with this. In fact, the technology could be used to train the trainer or even teach prospective enrollees.

What MOOCs need to be in the future are a learning method that is less hype than an option for the delivery of courses necessary for the jobs of the future which will help connect individuals to solutions. Done right, MOOCs could lend themselves to quality education that helps graduate writers, counselors, artists, and teachers — all those now displaced or disrupted by technology.

Librarian take-away: pace ourselves with "disruptive" technology, do not re-distribute funds for massive access without a business case, and keep an interest in materials that support the softer skills; those that master MOOCs for gain can fare for themselves.

Think of MOOCs as the bitcoin of higher education — out there as a concept, yet to have a genuine backing.

Ed Note: TCR welcomes opinion reports from our readers. Have something to say? Please contact us with your ideas.

Still Time to Register for Back-to-Back Conferences in April

There's still time to sign up for the 16th Fiesole Retreat, "Succeeding In the Next Decade," April 10-12, 2014 in Cambridge, UK. Main sessions on April 11 and 12 will be held at the DoubleTree by Hilton on the River Cam. The April 10th Preconference will be held at the Cambridge University Library. Program and Registration information available at *http://www.casalini.it/retreat/retreat_2014.html*.

UKSG's 37th Annual Conference and Exhibition is rapidly filling up. This year's conference is being held at Harrogate International Centre from April 14-16, 2014. Details available at *http://www.uksg.org/event/conference14*.

Hot Topics from ALA Midwinter, January 24-28, 2014

. . . Compiled by Tom Gilson for the ATG NewsChannel, http://www.against-the-grain.com (reprinted with permission), <GilsonT@cofc.edu>

Despite the unseasonably frigid weather, even by Philadelphia standards, more than 12,000 librarians, publishers, and vendors gathered in the "City of Brotherly love" to learn, share, and connect during ALA Midwinter. Attendees gathered at the Center City's Pennsylvania Convention Center to visit the exhibits, attend relevant meetings, and to hear their favorite authors. Surprisingly, overall attendance was up from recent warmer weather venues like San Diego, Dallas, and Seattle. However, it appears that paid registration was actually down while according to *Publishers Weekly*, "vendor participation ... surged in 2014, with 3,800 vendors in Philadelphia, up from 3,144 in Seattle. (*http://www.publishersweekly.com/pw/by-topic/industry-news/trade-shows-events/article/60892-librarians-and-friends-gather-in-philly.html*)

Midwinter attendance numbers 2011-2014*

	San Diego 2011	Dallas 2012	Seattle 2013	Philadelphia 2014
Paid	6,169	5,681	6,464	6,338
Exhibitor Invited Comp	1,376	1,454	1,373	2,069
Total attendees	7,545	7,135	7,837	8,407
Exhibitors	3,598	2,981	3,144	3,800
Total	11,143	10,116	10,981	12,207

* Figures provided by the American Library Association.

Of course, most of you chose to forgo the snow and below freezing temperatures. So to help provide a sense of what went on, we thought we'd share a few informative reports and articles that have recently "caught our eye."

Amid Winter in Philadelphia | ALA Midwinter 2014 offers a solid overview from *LJ's* Ian Chant and Meredith Schwartz. Key themes in the spotlight include privacy, eBook usability and discoverability, copyright and fair use, both in the U.S. and internationally, the use or non-use of "library brand" materials, and of course big data and open access (or open data). In addition, Chant and Schwartz discuss Midwinter events that offer updates on government programs like E-rate and IMLS. *http://lj.libraryjournal.com/2014/01/shows-events/ala/amid-winter-in-philadelphia-ala-midwinter-2014/#_*

2014 ALA Midwinter Meeting & Exhibits — Thousands of attendees engaged in conversation is the report from ALA's Mary McKay that reinforces and adds to *LJ's* article noting "topics high on the agenda included eBook lending and usability, E-rate, digital content, community engagement, the impact and potential of new technologies, books and awards, copyright, Net neutrality, ongoing budget challenges, innovative outreach, privacy and NSA-related issues, services for makers and best practices on a range of library-related concerns..." *http://www.ala.org/news/press-releases/2014/01/2014-ala-midwinter-meeting-exhibits-thousands-attendees-engaged-conversation*

Top Tech Trends | ALA Midwinter 2014 discusses a LITA sponsored presentation listing tech trends ranging from codes of conduct and anti-harassment policies to digital forensics or what is defined as "the recovery, investigation, and authentication of information stored on digital devices." Added to the mix are trends related to the theme of openness including open access, open content, open data, open textbooks, etc., as well as emerging trends in social media like hashtags becoming a cross-platform tool. *http://www.thedigitalshift.com/2014/01/ala/top-tech-trends-ala-midwinter-2014/*

A Midwinter Update on the Digital Public Library of America appears on the *American Libraries* Website and covers Executive Director Dan Cohen's Midwinter presentation on the continued growth of the Digital Public Library of America. Mr. Cohen notes that upon its launch "DPLA provided access to 2.4 million items from six service hubs (regional libraries that pull data from other institutions) and 500 contributing institutions altogether. Among others, the National Archives, Smithsonian Institutions, New York Public Library, and large U.S. academic libraries contributed resources." He goes on to comment about DPLA's efforts "to incorporate over one million books from HathiTrust," crossing "a threshold of more than 1,000 contributing institutions," and receiving $1.5 million in gifts as well as other developments. *http://www.americanlibrariesmagazine.org/blog/midwinter-update-digital-public-library-america*

ALA Midwinter 2014: Pew Previews Library User Typology is a piece from *Publishers Weekly* on a presentation by Lee Rainie, director of the Pew Internet and American Life project, discussing the most recent Pew Research Center Library survey. Although focusing on public library use, Mr. Rainie offers insights on library services that have a broader application like the increasing use of library Websites and the need to satisfy current users while simultaneously expanding the overall user base. In addition, he announces the development of a new widget that will enable librarians to mine the survey findings for information on their own communities. *http://www.publishersweekly.com/pw/by-topic/industry-news/libraries/article/60819-ala-midwinter-2014-pew-previews-library-user-typology.html*

ALA Midwinter 2014: On E-books, Librarians Urged to Think Bigger (and Smaller) is another article from *Publishers Weekly* but this one highlights an "engaging ... session hosted by the Digital Content Working Group" that urges librarians "to look more deeply at their digital future." And that future seems to focus on the author. Robert Wolven, co-chair, ALA Digital Content Working Group, and associate university librarian, Columbia University, notes that until now, "we have talked to many publishers, engaged them on their points of view, and lots of discussions with digital sellers, OverDrive and so forth. So now it's time to turn to authors." This point is reinforced when he passes the rest of the program over to Ginger Clark, literary agent, Curtis Brown LTD, New York City, and a board member of the Association of Authors' Representatives; and Peter Brantley, Director, Scholarly Communications and Contributing Editor at *Publishers Weekly*. *http://www.publishersweekly.com/pw/by-topic/digital/content-and-e-books/article/60809-ala-midwinter-2014-on-e-books-librarians-urged-to-think-bigger-and-smaller.html*

Other Items of Interest:

Five Presentations From NISO Membership Update at ALA Midwinter 2014, visit *http://www.infodocket.com/2014/01/30/info-standards-four-presentations-from-niso-membership-update-at-ala-midwinter-2014/*.

LibQUAL+ Workshops at ALA Midwinter, Slides Now Online, visit *http://www.arl.org/news/arl-news/3121*.

More ALA Midwinter 2014 Snapshots

. . . by Judy Luther, Informed Strategies, <judy.luther@informedstrategies.com>

News and discussions during Midwinter pointed to significant changes to products and organizations that are reshaping the industry.

Predatory publishers are drawing attention for their misdeeds with problems that range from behavior that is ill informed or poorly executed to unethical or illegal. A growing number of organizations are wrestling with how to effectively deal with the impact on their operations. These include the Library of Congress which issues ISSNs, the Directory of Open Access Journals and the Open Access Publishers Association, and commercial vendors such as EBSCO that index "legitimate" journals. Developing criteria has been challenging as some of these publishers serve to address an unmet need for authors outside North America and Europe to publish in an international journal for promotion and tenure.

Google Glass has been available only to early adopters who had to write an essay on their planned use of the innovative technology and pay for the opportunity to use it. Now this device is gaining greater visibility as was seen at ALA where attendees could try on a pair to "see how they feel" and discuss their operation. As expected there were lines both days at the stations that were located next to the bookstore and across from conference registration.

Both ProQuest and Thomson Reuters are restructuring as was evident by the number of long term former staff who attended the meeting to network and seek new opportunities. Just prior to ALA Kurt Sanford, CEO, announced the retirement of the Serials Solutions brand as part of its efforts to integrate and streamline its offerings under the ProQuest banner. Departures of senior staff in product development and sales of the citation indexes at Thomson Reuters prompted speculation that its scholarly and scientific research arm may be for sale.

Altmetrics is gaining ground with EBSCO's acquisition of Plum Analytics just before ALA which changed the conversation in the exhibit hall from "what is" to "how do I use" the service. *http://www.plumanalytics.com/* Funding from EBSCO will enable Plum to expand development of a robust suite of services that assess the impact of faculty, departments, schools and institutions. The competitor, Altmetric.com *http://www.altmetric.com/* offers article level metrics to publishers such as Springer and recently signed with HighWire.

EBSCO Leadership transitions with the news that Tim Collins is succeeding Dixon Brooke as CEO of EBSCO Industries which includes all non-information related products and services. Last year EBSCO combined their subscription business in Birmingham, AL with their publishing arm located in Ipswich, MA under Collins' leadership to further integration of services. This year's announcement is recognition of Collins who will be the fourth President & CEO in EBSCO's 70-year history.