Technical Trends

**TCR** interviewed a leading academic collection development librarian immediately following ALA to learn about “hot topics and trends” from that individual’s perspective.

1. **Personalization of information.**

At least one vendor, Epixtech, is offering a system to facilitate the creation of personal home pages, used to highlight useful resources, including those that have been licensed by the library, or just found on the Web. Also being talked about in this same vein: N.C. State’s “My Library” project. (http://my.lib.ncsu.edu)

2. **Expanding the possibilities for Books in Print.**

Bowker announced a February release of an expanded BIP to include full MARC data, tables of contents, author biographical information, hooks to library holdings data, and future options for the creation of a distribution system. (Ed Note: Be sure to see **Against the Grain**’s February 2000 issue for an interview with Charles Halpin, Chief Operating Officer of R.R. Bowker for more details on this topic.)

3. **Portals for e-journal access.**

Portals create digital communities with true one-stop shopping for e-journal access in a specific discipline; the companies offering portals also offer options to search across disciplines. Two examples of companies talking portals at ALA were ingenta and InfoQuest (RoweCom).

4. **Web indexing services for K-12.**

Active selection, rather than machine-based filtering, is being used by specialized Web-indexing systems which are appearing to help parents, librarians, teachers, and all citizens with the problems of Internet access for children. At least one vendor at ALA, CERF (Curriculum and Education Resource Finder) from Media Flex Inc. listed 50,000 URL’s.

5. **OPACs are no longer primary.**

Based on interviews with librarians and ILS vendors, the OPAC is now seen as one of many information sources, no longer the primary destination for the user.

6. **Scrambling to measure e-use.**

As noted in “ALA Hot Topics” in this issue of **TCR** (see page 2), libraries are hustling to find ways to measure e-use, in no small part because traditional circulation statistics have dropped significantly. This is clearly an area of opportunity.

**Libraries**

Kentucky has announced the launch of its statewide Kentucky Commonwealth Virtual Library (KCVL) connecting the online public access catalogs of 8 universities and 28 community and technical colleges as well as Z39.50 compliant catalogs of other Kentucky libraries. Also included on KCVL are 16 databases licensed through OCLC’s FirstSearch. To view the KCVL Web site, logon to: www.kcvl.org. OCLC Press Release, November 19, 1999.

The University of Virginia has announced its plan to join the Digital Library Federation (DLF), a consortium of research institutions formed in 1995 to create and expand digital resources accessible to scholars and to the general public. Other members of DLF include the libraries of UC-Berkeley, Columbia, Cornell, Emory, Harvard, Michigan, Penn State, Princeton, Southern California, Stanford, and Tennessee-Knoxville. **Library Journal**, January 2000.

The California Digital Library’s first eScholarship project, University ePUB, a program that focuses on using digital technologies to create UC-supported Web-based scholarly resources, has received a $167,000 SPARC grant. The grant was part of SPARC’s Scientific Communities Initiative, designed to spur digital science publishing ventures. **Academic Newswire**, January 25, 2000.

The Los Angeles Public Library (LAPL) has announced that it will expand a successful pilot program featuring its Kids’ Path page, aimed at children aged ten and under. Three terminals in each branch will automatically default to the page, which links to a selection of child-appropriate sites, including homework help, encyclopedias, child-oriented search engines, and filtered search engines. **Library Journal**, January 2000.

**Buyers Talk**

DVD (Digital Video Disk) will not render VHS obsolete, at least not for the next five years or longer, according to a recent article by Gary Bravy, the Media/Reference Librarian at Georgetown University’s Law Center Library. Bravy suggests that library and media professionals can “continue to purchase materials in the VHS format without fear.” **C&RL News**, November 1999.

Good news for libraries: according to **Library Journal**’s 2000 Budget Report, library materials budgets are up 8.8% over 1999, with operating budgets also up by 7.5% and salaries up by 8.5%. These figures show a marked improvement over the previous five-year average increase of 4.7% in overall budgets. **Library Journal**, January 2000.
ALA Midwinter: Hot Topics

According to ALA’s final figures, over 10,700 people attended ALA’s Midwinter meeting which was held in San Antonio from January 15-18, 2000. Of those attending, over 28% (3,052) were exhibitors. Overall, attendance was down from the previous year’s Philadelphia meeting which drew 13,533. But there was no shortage of debates and discussion, and plenty of “Hot Topics.” Following is TCR’s view, with “heard at the show” comments highlighted in quotes.

Everything is “new.” Working in the dot com environment. The New FirstSearch, The New BIP, The New Elsevier, etc., etc. Part of this is driven by Millennium Fever and part of it is the dot com environment of which we are now a part.

Consolidation. People are alternately upset and invigorated by this. Some feel that choices will be narrowed considerably and competition will be hampered. Others feel that this is not the case. Heard on the show floor: “Soon there will be just four booths in the ALA exhibits!—Gale, UMI (AKA Bell & Howell), SilverPlatter and everyone else.” To which we say, better add netLibrary and RoweCom.

Approval Plans. Are they dead? There is a feeling, driven by consolidation among the major book vendors, that the bookseller must start to charge for services that were once free and that discounts to libraries must narrow. The academic library Approval Plan is a service that may have to be rethought because it lacks economies of scale.

Use statistics. This area will heat up this year as libraries must begin to better justify and measure their electronic selections. There is still much confusion as to what use statistics mean and how they should be collected. Best quote heard: “Use drives sales.”

Costs of Web publishing are significant. Repeating a Hot Topic from The Charleston Conference, publishers are finding out that publishing on the Net is not as cheap as they had once thought (and hoped).

Archiving is still a huge issue. Mirroring is not archiving. “Universities will remain. Publishers will come and go. Archiving will remain primarily with the world’s libraries.”

Sales to consumers. Overheard from one publisher: “We have always sold to libraries, but direct sales to the consumer are right around the corner.”

eBooks. Everyone was talking about them, but is usage really there? “Printing a book on a desktop laser printer is a uniquely horrible experience.”

Payment models will change as the end user changes. The end user doesn’t mind the pay per view model, but libraries prefer the subscription model. “Libraries have resisted pay per view because fixed budgets cannot tolerate unpredictable costs.”

Problems with connectivity and electronic delivery. “No library goes down for an entire month, but some publishers/vendors/aggregators do! The network is a tremendous amplifier.”

Advertising is the rage in the electronic environment. Do libraries like seeing an increasing amount of advertising on their Web sites? Overheard from one librarian: “I don’t want Britannica.com on my library’s homepage. It has too much advertising. It’s not academic.”

Fair use in the electronic environment. Copyright, copyright, and more copyright. These issues are not going away; they are getting bigger. But most industry players do not want government intervention at this time. “Don’t legislate in haste. If you think you have an easy issue, you haven’t understood the problem.”

By the Numbers...

66% ... of Americans used a public library at least one time during the past year, according to a Gallup poll conducted for the American Library Association.


5,000 ... visitors a day use the new central library in Denver, which boasts the most library cardholders per capita in the U.S. *ALA Fact Sheet*, January 2000.

2.5 billion ... books will be published this year, up 2.6% over last year, with 509 million adult trade books, 486 million mass-market paperbacks, and 376 million in juvenile trade titles. *USA Today*, November 10, 1999.

$119 ... was the average public school expenditure per student on technology in 1998-99. *Wall Street Journal Education Life* (special supplement), January 9, 2000.

5.4% ... of library budgets will be devoted to Internet costs in 2000, up from 4.4% in 1999 and 2.3% in FY96. *Library Journal* 2000 Budget Report, January 2000.
Mark Your Calendars: Charleston Advisor Vendor Showcase Set for November 1, 2000

We're already getting calls about this year's Charleston Advisor Vendor Showcase! You won't want to miss this excellent opportunity to demonstrate your online products to an ideal group of library buyers and selectors. This year's Showcase is set for November 1, 2000. The full Charleston Conference runs from November 2-4. To reserve your place in this year's showcase, email rlenzini@charlestonco.com.

Listing the Listservs

TCR readers may feel that they are already participating in too many listservs! If not, take a look at the partial list below and follow the instructions to sign on. These online discussion groups represent an excellent way to gather grass-roots marketing information and to monitor library issues and trends.

- ACQNET: focuses on library acquisitions. Listserv@listserv.appstate.edu
- ALCTS Network News: ALA's collection development and technical services division. Listproc@ala.org (subscribe AN2)
- COLLDV-L: more collection development issues. Listproc@vm.usc.edu
- DOCDEL-L: document delivery issues. Listproc@www.ebscodoc.com
- LIBLICENSE-L: licensing of digital information. Listproc@lists.yale.edu
- NSPI (Newsletter on Serials Pricing Issues): online and print journal issues. listproc@listserv.olf.unc.edu (enter: subscriber prices Your Name)
- PACSL-L: public access topics. Listserv@listserv.ohio.edu
- SERIALST: issues in serials management. Listserv@list.uwm.edu

Don't Miss This!


You won't want to miss The Charleston Advisor's upcoming Preconference to PLA on "Evaluating, Selecting and Acquiring Electronic Resources: Case Studies in Cooperative and Statewide Purchasing." This workshop builds on our first preconference on the topic, which was held in Charleston last November. The PLA session focuses on statewide and cooperative initiatives, and features many of the industry's leading players. Cost is only $50. Be sure to check out all the details in the flyer enclosed with this issue of TCR. Register soon! Space is limited!

Short Takes

Reading to young children has positive effects on early brain development, according to the American Academy of Pediatrics. In a related finding, the Chicago Schools Academic Accountability Council found that underachievers "blossomed" when school libraries offered extended hours of service as well as a reading program combining phonics instruction with a book-filled classroom environment. American Libraries, Jan. 2000.

The U.S. Government Printing Office (GPO) has released Ben's Guide to U.S. Government for Kids, a Web site for students, parents, and teachers, featuring Benjamin Franklin as the guide to a host of features and resources. Be sure to check this out at: http://bensguide.gpo.gov.

Information Today has released its 2000-2001 Edition of the Directory of Library Automation Software, Systems and Services. In addition to listing companies and products, the directory also lists library automation consultants and over 100 important meetings and conferences. For more details, contact the company at 800-300-9820 or www.infotoday.com.

Public Library “Highs”

Taken from the 1999 edition of the annual Public Library Data Service Statistical Report.

- Highest director's salary: Cleveland Public Library ($146,426)
- Highest entry level salary: San Francisco Public Library ($44,005)
- Highest expenditures per capita: Cutchogue (N.Y.) Free Library ($199.20)
- Highest materials expenditure per capita: Worthington (Ohio) Public Library ($21.65)
- Highest circulation per registered borrower: New Hanover County (N.C.) Public Library (103.6)

Published in American Libraries, October 1999.

Wall Street Journal Challenges Libraries

"Welcome to the American library, where Marian the Librarian is fast making room for the Happy Hooker." This quote brought ALA's problems with Internet filtering and children to the attention of the Wall Street Journal's readers, in its January 14, 2000, editorial entitled "X-rated." In the article, WSJ wondered why the library trade association had not taken an active stance in seeking a solution to the problem and pointed to the upcoming Midwinter meeting as a missed opportunity for doing so. (Ed Note: Be sure to catch Mitch Freedman's letter to the WSJ offering a defense of libraries, published in WSJ's "Letters to the Editor," January 20, 2000.)

The button was hot! The Charleston Report Survey asked librarians about details of managing licenses for electronic products. Sixty librarians from small, large, special and public libraries gave their responses. Here is what they said:

- How do you keep track of your license agreements?
  - 100% keep paper files
  - files are kept in the Acquisitions or the Collection Development Dept.
  - or by the General Counsel, Library Director, or Director of Purchasing

- What electronic format is used, if any?
  - 25% enter “highlights” of the license agreements in the online catalog
  - 32% maintain a separate database
  - 7% scan license agreements (or have plans to do so)
  - 10% want a networked database to allow access for others in the library or after hours

- Do you alter your license agreements?
  - 80% say yes
  - 20% say no
  - another 18% alluded to problems with the agreements

- Who signs license agreements?
  - the Library Director, Collection Development Officer or the Head of Acquisitions
  - in certain cases the University Attorney or Head of Purchasing
  - signing authority is often based on the cost of the item. For example, one library mentioned purchases over $2,000 as requiring a special signature; another $10,000.

- How do you keep statistics on electronic database use?
  - erratically, some by Webmasters, some by Acquisitions or Collection Development, some not at all. The majority rely only on the statistics supplied by vendors or simply do not keep statistics. This is a major area that librarians mention as needing thought and improvement.

Coming in Future Issues
- Hot Topics from PLA
- Consortial and Statewide Licensing: What Works for Academics & Publics
- Keys to Library Capital Campaigns
- Tips for Effective Negotiating

Outsell Sponsors eContent Conference
Outsell Inc., a California consulting firm specializing in information “Content” will team up with Online, Inc. to offer “Buying and Selling eContent 2000,” a conference aimed at senior level information industry executives. The meeting, set for April 3-4, 2000 in Scottsdale, Arizona, will address a number of topics, including Information Branding and Customer Loyalty, Trends in Pricing, Contract Negotiating, and Successful Information Deployment. To learn more about the conference or about Outsell, logon to the company’s website at www.outsellinc.com.

Reading Habits of Teens
Teens enjoy reading for fun and would read more if they had time. This surprising finding results from a recent survey by SmartGirl.com and ALA’s Young Adult Library Services Association (YALSA) of over 3,000 young adults ages 11-18. Of the respondents, 59% were girls and 41% boys. Among their favorite books were classics such as To Kill a Mockingbird and The Catcher in the Rye. Also included were young adult novels The Giver and Bridge to Terabithia as well as a number of Stephen King bestsellers and, naturally, the Harry Potter series.

According to American Demographics magazine, the teen population is projected to reach 34 million by 2010. Advertisers who seek to reach teens through their favorite magazines (such as Seventeen) are finding an increasingly fragmented market which is massive in size but does not behave like a mass audience. Experts in this area have found that the reading habits of boys and girls differ significantly. According to the Roper Youth Report published in 1999, boys, aged 13 to 17, said that they never read books which aren’t required by school. By comparison, girls were more likely to read for pleasure.

Only one magazine—TV Guide—made the top-five list for both boys and girls, placing third for boys and fifth for girls. The first choice of girls was Seventeen, with 51% indicating they had read at least one of the last four issues of the magazine. Sports Illustrated was the first choice of boys, with 32% agreeing. Teen People, a new teen magazine, seems to be bridging the gender gap, with a circulation of 1.3 million in only its second year and a male readership of 15-20%.

Perhaps most interesting to TCR readers, Nielsen Media Research has found that younger teens today watch less TV than the 18-49 age group and spend more time online than any other demographic group.

Summarized from “Keeping Up With Teens,” American Demographics, October 1999. SmartGirl.com and YALSA findings courtesy of ALA Division News.

Did You Know?
Paper documents represented 90% of the average organization’s documents in 1995, but that figure is expected to drop to 30% by 2005, according to Xplor International, a representative of the document management industry. Financial Times, January 19, 2000.