Libraries on the Move

In a $28.1 million "Library Initiative," 30 new elementary school libraries will be opened in New York City by the summer of 2003. The first to open, PS101 in East Harlem, is one of ten in the initial phase. The project is supported by a partnership of the Robin Hood Foundation and the New York City Board of Education (BOE). New books and computer technology will be purchased for the libraries; in addition, certified librarians will be hired and trained. High poverty communities are the first to be targeted. *Library Hotline*, May 27, 2002.

Johns Hopkins University has launched its Comprehensive Access to Printed Materials (CAPM) project to develop efficient methods for searching and retrieving off-site materials. The project uses a prototype robot that can locate a requested book, take if off the shelf, and carry it to a nearby scanning station where it can be converted to a digital format for delivery to the user. The library hopes CAPM will lower its operating costs while improving service to users, who have expressed frustration at the time it takes to retrieve materials from remote storage locations. Annual operating costs—including the robot, book containers, scanners, and labor—range from $1.3 million to $2.4 million. The first phase of CAPM was funded by the Mellon Foundation with additional support from Minolta Corporation. Read more at *http://dkc.mse.jhu.edu/CAPM*.

The International Coalition of Library Consortia (ICOLC) has released new "Privacy Guidelines" aimed at electronic resources vendors and primarily concerned with the privacy of library end users and their information seeking. The "Guideline" has been endorsed by 61 international library consortia; more endorsements are expected to be added as received. The complete guide as well as a list of endorsing library consortia and additional information about ICOLC can be found at *www.library.yale.edu/consortia/2002 privacyguidelines.html*.

San Francisco Public Library, Cleveland Public Library, Carnegie Library of Pittsburgh, and the Ferguson Library (Stamford, CT) have become JSTOR's first system-wide public library participants. Launched in 1997, JSTOR (the Journal STORage project) now consists of five collections containing 242 scholarly journal titles in 24 different disciplines, with more than ten million pages of journal literature reaching as far back as 1665. Over 1,300 libraries in 66 countries now participate in the service. For more information, logon to *www.jstor.org*. *JSTOR News*, June 20, 2002.

Highlights from Amsterdam 2002: "User Behavior and Its Impact on Libraries and Publishers"

*Ed Note: The Amsterdam 2002 Retreat was held July 18-20, 2002, fourth in The Fiesole Collection Development Retreat Series sponsored by The Charleston Company and **Against the Grain**. This year's retreat was hosted by Elsevier Science, with additional sponsorship from Erasmus, Kluwer Academic Publishers, Swets-Blackwell, and Sage Publishing.*

This year's Fiesole Collection Development Retreat attracted an international mix of librarians, publishers, and intermediaries, who gathered in an informal setting to discuss recent studies and findings in the area of user behavior and their implications for all parties in the information chain.

Opening keynote speaker Derk Haank, CEO of Elsevier Science, emphasized the need to add more content and linking to better satisfy users but warned "no more features" are needed. Joost Kircz of KRA-Publishing Research served as keynote speaker for the first day of the retreat, focusing his remarks on "What's New and What's Not" in scholarly publishing. Kircz pointed out that the "culture of science" is not changing, but the "presentation of science" is. He noted, among other points, that:

- Articles in science can now have up to 3,000 different authors.

- There is a chaos of versioning. As the Internet encourages free comments and revision, the question becomes what is the current version of an article?

- There is a plethora of incompatible author tools. The author must have software rights to create the presentation and the reader must have the same rights. This stacking of rights may fall apart if the software is no longer supported in the future.

- A single document is no longer the pivot of knowledge, but rather a node in a cognitive web in a system of coupled databases.

Kircz noted that the "battle to free the document" is like fighting the next war with "yesterday's arms." He encouraged retreat participants to move to the "next real debate" which will be the semantic web, based on mapping and linking of meta-data and the free flow of document identifiers. Kircz sees "usage" as a new field of research that will result in new understandings; information usage will be seen to be highly discipline dependent, a finding which was corroborated by other speakers, including Leigh Watson Healy of Outsell and Carol Tenopir of the University of Tennessee.

The first panel of speakers then turned to results of new user studies conducted in a variety of settings. Michael Mabe, Director of Academic Relations at Elsevier Science, examined user behavior and answered the question of what matters most to authors. He noted that journals respond in nature and number to scientific developments. However, the fundamental driving force remains

user behavior, where scientific researchers are motivated by habit, quality, priority and ownership ("being first"), rewards ("being in the best journal"), recognition ("being ready by all your peers"), and renown ("having a secure place in the literature").

Peter Boyce, Senior Consultant from the American Astronomical Society, reported on a recent study to answer the question "What Do Astronomers Really Need?" Among his findings are that the journal's major information role is unchallenged, even in the electronic environment. In addition, the study found that the age of the user was not a factor in usage patterns, but rather the more productive scientists (an "elite club" of readers and writers) showed very similar behavior and valued rapid information highest.

Leigh Watson Healy, Vice President and Chief Analyst at Outsell, Inc. (a market research firm) reported on results of a major survey of 3,234 students and faculty at 450 academic institutions, conducted by Outsell and sponsored by the Digital Library Federation. Among the findings were:

- Users trust the library, but the Internet wins in daily use.
- Online information meets student and faculty needs >50% of the time.
- Users like to search online, but then print. (This finding was also true for AAS researchers.)
- The three top information categories searched on the Web were reference, science/technology, and news.
- Students go to Google because library databases are too complex.
- Books and other print materials still dominate usage.
- Only 35% of information needs for the Arts and Humanities are met online.

The top problem to be solved was "having enough time." This theme was also echoed by Peter Boyce and Carol Tenopir in their surveys of AAS and other researchers.

*Ed Note: TCR's report on Amsterdam 2002 will continue in our next issue. A full report of the conference will also appear in a future issue of **Against the Grain**. Slides and papers from the Retreat will be posted at the Website of Casalini Libri, the founding sponsor for the series. To read more, logon to **http://digital.casalini.it/retreat/retreat_2002.html**.*

By the Numbers

12.4 million…users in the U.S. paid for some type of online content in the first quarter of 2002, compared with 7 million in the same quarter of 2001. A recent study concludes that users are showing a new willingness to pay for online services. Leading the way are business and financial news sites, which sold $214.3 million in online content in 2001, primarily through monthly and annual subscriptions. *New York Times*, August 1, 2002.

50%…of U.S. citizens do not have Internet access at home and approximately 45% do not use the Internet at all, according to a recent report issued by the Civil Rights Forum on Communications Policy, the Consumer Federation of America, and the Consumers Union. The report is critical of the Bush administration for eliminating programs intended to bridge the digital divide. Full text of the report is online at *www.consumerfed.org/ddivide0502.pdf*.

$1.2 million…is the amount the American Library Association has spent over three years for its "Campaign for America's Libraries." 10,000 libraries in the U.S. and 13 countries have signed on as partners in the campaign. *Academic News Wire*, June 25, 2002.

78%…of state libraries report some kind of digitization activities in the past year, according to a survey of more than 700 museums and libraries conducted by the Institute of Museum and Library Services (IMLS). There's no shortage of digitization efforts: 32% of museums, 34% of academic libraries, and 25% of public libraries report they are digitizing materials presently. Learn more in the full report at *www.imls.gov/Reports/TechReports/intro02.htm*.

20,000…books will be converted to the Digital Talking Books (DTB) format as part of a major effort by the Library of Congress' National Library Services (NLS) for the Blind and Physically Handicapped. The conversion project will begin in 2004 and is expected to be completed in 2008. The budget, which is not yet secured, is estimated at an additional $25 million per year. More information about NLS and the DTB is available at *www.loc.gov/nls*.

$9.5 million…is the value of the SimHouston contract just awarded to Houston-based Internet Access Technologies (IAT). Via the city's libraries, SimHouston will provide every resident with free access to the Internet, an email account, workplace software (including word processing, spreadsheets, calendar and contact management, remote printing and presentation graphics), and up to 25 MB of storage space for documents—all managed over the Internet. Read more at *www.houstonlibrary.org/hpl/interactive/simhouston.html*.

123%…is the rate at which DVD rentals in the U.S. are up over last year. VHS rentals in the U.S. are down 21% when compared to 2001. VHS is not dead, however. 90 million U.S. households still own VCRs, while only 25 million have DVD players. *St. Petersburg Times*, June 20, 2002.

ALA Hot Topics

...Observations from Katina Strauch, Editor, Against the Grain and founding Editorial Board Member of TCR

Like all meetings, this summer's American Library Association conference in Atlanta, with attendance at 21,130, was down nearly 5,500 from the previous year's total in San Francisco. Even exhibits were down, with only 6,419 (1,451 less than in 2001).

• Budget woes were everywhere. Only ten states are not running a deficit. North Carolina libraries have cut off all spending (including postage and travel) and many Washington state librarians were not at the meeting because of travel funding cuts.

• Use statistics and cost per search are moving to the forefront as libraries realize that they cannot afford to buy and keep all of their electronic resources and there are too many of them.

• The packaging of electronic products causes duplication of resources, many of which are held multiple times by libraries. Libraries need to be able to customize databases that they are purchasing to limit duplication.

• Bibliographic education and user education are becoming more and more important as users try to navigate the electronic quagmire of the Web, databases, aggregators, eBooks. e-Journals, et al.

• There is more talk than ever of "custom" databases and the need for libraries and librarians to become more involved in the design of these "new" databases as a means of navigating through electronic information.

• Virtual reference was the byword in public services circles.

Under discussion particularly was Question Point, the OCLC/Library of Congress project. Whereas there is much "buzz" among the reference community, many academic librarians do not feel it is in their best interest to spend time answering reference queries from venues not associated with their clientele.

• Remote access to databases in public libraries is surfacing as a real issue. A new pricing approach is needed since public libraries do not like being charged by "population served," and would prefer pricing based on realistic figures for the actual number of users of a particular electronic database or resource.

• The marketing and packaging of databases by vendors and publishers was under discussion. The constant (and at times unwanted) bundling of resources can be a problem.

• Print on demand is a very real option for publishers who are selling fewer and fewer copies of scholarly (and other) books.

Topics Under Discussion

Pricing the "archive" – a new pricing wrinkle.

Getting ready for electronic database cancellation.

ARL — Digital archiving.

And Pure Whimsey

One Indigo Girls' mother is a librarian. The popular singers appeared at the ALA Scholarship bash for free. Of note, Indigo Girls own the Flying Biscuit Café in Atlanta's Candler Park.

White House Conference on School Libraries

...a report from TCR's Founding Editor, Linda Crismond, who attended the meeting by special invitation

First Lady Laura Bush hosted the first White House Conference on School Libraries on June 4, 2002. In attendance were 150 Congressmen, school officials, teachers, librarians, and representatives of national educational and library organizations. The theme of the conference was that strong school libraries and librarians make a positive contribution to the educational achievement of students.

Dr. Susan Neuman, Assistant Secretary for Elementary and Secondary Education, reported a five-year study that showed

excellent librarians make the difference in poorer communities. These librarians knew their students names; did not just point to materials but rather taught children how to use materials by showing and demonstrating the activity themselves; did over-the-shoulder teaching; and formed reading, writing and other clubs to keep the children engaged. She concluded that the librarians "were enablers, pushing children to reach beyond their current abilities."

Dr. Keith Curry Lance, Director of the Library Research Service, Colorado State Library, reported that "the size of the library in terms of its staff and its collection is a direct predictor of reading scores." Other speakers emphasized that school administrative leadership is key in developing quality library media programs. The school is a collaborative organization where faculty, librarians, and parents come together to maximize the effectiveness of the curriculum.

Mrs. Bush concluding the morning by announcing that the new Laura Bush Foundation for America's Libraries has been funded with an initial $5 million in private donations. The Foundation will begin by funding programs and materials for America's inner city school libraries.

TCR Quotes

"Radio was the Napster of its day," says Michael Totty, in a recent *Wall Street Journal* article. He notes that radio was accused of "ripping off" composers and others by giving listeners free music. The solution, backed by court rulings, was ASCAP. *Wall Street Journal*, "Déjà vu," July 15, 2002, R13.

Sign Up Now for "Back-to-Back" Charleston Preconferences

The Charleston Advisor is pleased to sponsor two preconferences to this year's Charleston Conference—both scheduled for Wednesday, October 30, 2002. You won't want to miss these. And be sure to participate in this year's Vendor Showcase. If you have not yet signed up for a table, don't delay. Only a few are left.

Morning Session, 8:30 a.m. - 12:15 p.m. — *"The Consortium Site License: Is it a Sustainable Model?"* — Reports on the Ingenta Institute's 2002 research studies, with keynote speaker Donald King of the University of Pittsburgh, as well as Carol Tenopir of the University of Tennessee. Cost: $125 library rate; $195 corporate rate.

Afternoon Session, 1:00 - 4:00 p.m. — *"On the Road to Article Linking (Redux)"* — A continuation of the popular session from ALA Midwinter 2002, moderated by George Machovec, Managing Editor of *The Charleston Advisor*. Representatives from Serials Solutions, CrossRef, SFX, TDNet, OCLC and other services will explain their article linking alternatives. Cost: $65.

Vendor Showcase, 12:00 noon – 6:00 p.m. — Don't miss this chance to visit with 40 exhibitors in a casual and friendly setting. Refreshments provided. There is no cost to attend. (Interested exhibitors, contact <rlenzini@charlestonco.com>.)

Registration forms and programs are included with this issue of *TCR*, or email us at <rlenzini@charlestonco.com> with your name, title, address, fax, and phone to register. Payment by check (made payable to The Charleston Company), VISA, MC or AMEX accepted. Don't delay! Space is limited.

(Note: Full conference dates are October 31- November 2, 2002. Be sure to sign up separately for the full conference. See enclosed Program.)

eBooks Report: Results of a Field Test

Students of English at two colleges were recently given specific literary works to read on two different handheld eBook devices, the Franklin eBookMan 911 and Gemstar/RCA's REB 1100 (a redesigned version of the earlier Rocket eBook). Here are some of the reactions of the students, faculty, and administrators:

• **Set-Up remains a challenge.** Loading texts onto the devices was time-consuming and too complex. Loading the single title *Winesburg, Ohio* (the required text) on the REB 1100 required roughly one hour for each device.

• **Devices require individual handling.** The Franklin eBookMan came with non-rechargeable batteries and no preloaded operating system. The project coordinator was forced to visit the Franklin Website and register each device, then download the operating system.

• **Not enough content.** Finding a desired e-text for both devices was a problem. The desired text for the Franklin eBookMan was not available in the Franklin format, so was distributed in plain text format. Faculty concluded that literature and history are the subjects best suited to eBook content at present.

• **The battery problem.** During the field test, seven students were affected by dead batteries. In particular, the Franklin device was a problem because its batteries were no rechargeable so students had to remain "plugged in" instead of experiencing true portability.

• **Student recommendations.** Students wanted all course-related content to be easily loadable and they wanted more dictionary lookup functionality. They also wanted color, enhanced audio recording/playback features, and animation. They liked the Franklin's multifunctional nature (i.e., its similarities to a PDA). Ideally, students would like a mainstream PDA with reader software (full-featured, of course).

The bottom line seems to remain the same. Students would gladly embrace eBooks, but there is still some distance to go for both content creation and technical issues.

Excerpted from "eBooks Go to College," by Lori Bell, Virginia McCoy and Tom Peters, *Library Journal*, May 1, 2002.

The Charleston Advisor Best and Worst Awards for 2002

For the second year, *The Charleston Advisor* has sponsored a series of awards for the best and worst electronic services and databases for libraries. The awards are not necessarily limited to products reviewed by the journal, but reviews (if available) were consulted in the final consideration. These awards are published on an annual basis in the July 2002 issue of *TCA*. Input was provided through the *TCA* Website, and the final selection was made by the *TCA* editorial board at the ALA Annual Conference in June 2002.

Best New Product:	Knovel
Most Improved Product:	Choice (with two runners-up: eSubscribe and eHRAF)
Best Interface:	Google
Best Content:	SciFinder Scholar
Best Pricing:	(tied) Factiva, Value Line
Best Contract Options:	none nominated
Best Customer Support:	Emerald
Best Effort:	Serials Solutions
Best Vaporware:	none nominated
Best Disappearing Act:	Questia
Lemon Award:	two given, both for pricing: OCLC, for raising per search prices from $.67 to $.85 and PsycINFO, for tripling its prices to small libraries

To view the July issue of *The Charleston Advisor* online, logon to *www.charlestonco.com*.

Coming in Future Issues

— Aging Librarians and the Implications for Vendors

— Continuing Reports on Amsterdam 2002 and User Studies

— A Look at Print on Demand Services

— Question Point Profiled—the New OCLC/LC Virtual Reference Service