with a philosophical chapter by Dillon on current and future trends. The book is thought-provoking and provides a lot of practical information for libraries considering PDA. If your library has not yet delved into demand-driven acquisitions, the chapters by Dillon and Lugg will convince you that you cannot afford not to try it. If you are a publisher, Swords's chapter, "PDA and Publishers," will convince you to offer it as a service.

In the first chapter, "Collecting for the Moment: Patron-Driven Acquisitions as a Disruptive Technology," Lugg discusses the rise of the web and users' preference for digital resources. The popularity of digital resources changes what libraries and librarians do, especially regarding collection management. Although Lugg states PDA "eliminates the temptation and the need to buy speculatively" (11), he explains that librarian expertise remains an important element of PDA programs. This opening chapter provides a strong introduction to PDA and lays a foundation for the book. The next chapter, Nardini's "Approval Plans and Patron Selection: Two Infrastructures," discusses the continued usefulness of approval plans, a chapter that seems off-topic for the book. The final contribution in this section, authored by Levine-Clark, describes the University of Denver's experiences with a variety of PDA models.

The second section starts with a chapter by Paulson who recounts EBL's early partnerships with libraries and the process of persuading publishers to make their books available electronically. The chapter also describes the various PDA models trialed, such as renting, buying, and short-term loans. Two subsequent chapters describe unique PDA experiences that likely will not apply to many libraries, but are nonetheless interesting. Steiner and Berry's chapter describes building library collections from scratch in Abu Dhabi and Azerbaijan, and how useful PDA would have been

had it been available at the time. The authors state how PDA "gives the international librarian the ability to gain access to huge numbers of electronic resources at minimal economic risk" (92). Although Corbett's chapter, which recounts the PDA experience in a private boarding school, may not be applicable to most school libraries, the author makes the very relevant point that there is a need for more appropriate e-book content for high school students. In the final chapter in this section, "PDA and Publishers," Swords begins by apologizing for not being able to find a publisher willing to write the chapter. In its stead, he constructs the chapter around a conversation he had with Mike Shatzkin, a consultant and owner of the Idea Logical Company. Swords states early on that the "main audience for this chapter is publishers, at best those who so far have rejected, discounted, or feared PDA" (107). Despite the downside of not having a publisher author this chapter, I found it especially interesting and enlightening from my librarian perspective. Although PDA is scary for publishers because of its unpredictable nature, Swords lays out many benefits, including increased book citations and revenue. He also spells out the danger for publishers who fail to participate in PDA programs.

The final section provides a solid foundation on which to understand, implement, and manage a PDA program, financially and otherwise. Polanka and Delquie's "Patron-Driven Business Models: History, Today's Landscape, and Opportunities" examines the evolution of PDA models, and offer detailed descriptions of aggregator and publisher platforms. They provide a useful comparison chart that outlines the benefits and challenges of the various models. The subsequent chapter, written by Way and Garrison, addresses implications of PDA, examines the value of short-term loans, and includes a very thorough literature review. Dillon's chapter discusses

how to control costs in a large-scale PDA program. Swords's "Elements of a Demand-Driven Model," which completes the section, addresses "how PDA thinking is different from past thinking, what does a PDA system require to be workable, and how do you budget for it" (169). At times the text in this chapter is dense, especially when Swords writes about building and budgeting for a PDA program. The upside, however, is that Swords's advice can be used to predict spending within a few percentage points, which removes much of the financial risk inherent to PDA.

With vision and candor, Dillon concludes the book arguing that PDA could facilitate libraries' relevance in a consumer-driven environment by allowing librarians to become professional content managers. Freed from making title-by-title decisions, librarians can instead use their expertise to improve "access, discovery, and the library's relevancy" (192). Dillon goes on to state that PDA should be regarded as a new tool for librarians rather than a threat, since "individual readers know what is in their own interest better than librarians do" (193).

This book will appeal to a broad array of publishers and librarians, no matter where one is along the PDA spectrum. Library and information science programs, in particular, will find value in this book, which Swords ties together well. Despite the EBL slant, this monograph is an excellent addition to the literature on patron-driven acquisitions and, fittingly, is available via PDA.—*Karen Fischer (karen-fischer@uiowa.edu), University of Iowa, Iowa City, Iowa.*

Preparing Collections for Digitization*. By Anna E. Bülow and Jess Ahmon. London: Facet, 2011. 192p. $99.95 softcover (ISBN 978-1-8560-4711-1).*

Preparing Collections for Digitization accomplishes what it sets out to do: instruct collection managers in

preparing original materials for scanning. The book's focus is narrower than the Northeast Document Conservation Center (NEDCC)'s "Preservation and Selection for Digitization" leaflet and "Digital Directions" workshop, as well as the Council on Library and Information Resources' (CLIR) *Preservation in the Age of Large-Scale Digitization: A White Paper*.[1] The book's authors, preservation specialists at the National Archives UK, provide a more thorough treatment of collection surveys and actions required to handle specific types of document formats, fastenings, and damage than the aforementioned resources. Unlike the NEDCC leaflet, however, the authors focus exclusively on print (paper-based) materials; unlike "Digital Directions" and the CLIR report, the authors do not provide detailed information about other phases of the digitization workflow, such as metadata creation, database and webpage design, and preservation of digital files. They are careful to stress that digitization is not preservation, though providing access to a digital surrogate reduces handling of originals, thereby mitigating wear-and-tear on originals. This book's primary value is to advise digitization staff on how to minimize potential damage to originals during the scanning process. Given the authors' expertise and their thorough review of the international literature, including publications from the United Kingdom, United States, the Netherlands, and Australia, Bülow and Ahmon are well qualified to provide such guidance.

The authors begin by placing their topic in the context of the four phases of digitization: selection and preparation of materials; creation of digital files and associated metadata; provision of access to the digital files; and long-term sustainability (10–13). Subsequent chapters, however, concentrate only on the first two phases, with emphasis firmly placed on preparation of original materials.

In the sections and chapters of the book not dealing with document preparation, concepts are explained, but decisions are deferred to institutions. For example, the authors emphasize that the selection of materials to digitize needs to align with the priorities and policies of the institution. After ownership, copyright, and data sensitivity issues have been addressed, however, content, demand, and condition are recommended by the authors as leading selection criteria. A chapter authored by Ross Spencer, "The Digital Image," defines and describes file formats, resolution, bit and color depth, color management, archival and service copies, image enhancement and positioning, and compression, but does not endorse formats or settings because institutions must make decisions based on their own needs. While this logic is valid, I found myself wishing that the general guidelines available in the back of the book were located at the end of this chapter, since the authors could have drawn more attention to best practices without explicitly endorsing any of them. Although the chapter "Equipment for Image Capture" handily explains the suitability of scanners for certain types of documents, I would have found the information more useful in chart format.

Charts and illustrations are generously supplied in the chapters that dig into preservation issues: "Preparation of Document Formats and Fastenings" and "Preparation of Damaged Documents." For example, "Summary of options for removing fastenings" (117) and "Types of damage and who would deal with it" (139), with their accompanying narrative and illustrations, explain preservation to a level of specificity that could be very helpful in training employees to deal with fragile materials.

Surveying collections also is covered with greater specificity than most other topics, both because the process is mostly uniform regardless of institution size, equipment, and document types, and because it appears to be an area of expertise of the co-authors. Some survey questions deal with specific types of damage, which may affect scanning decisions.

Other topics covered in broader strokes provide helpful tips, although charts and samples of forms the authors suggest would have been welcome. The authors' general overview of factors to consider when deciding whether to outsource scanning or do the work in-house, and whether scanning by a vendor should be done off-site versus on-site, includes some useful tips for environmental conditions, transport and tracking, and incident plans and security. Their recommendation to conduct pilot studies to develop method for conservation treatment and estimate treatment time per item is wise. The chapter "Setting Up the Imaging Environment" offers guidelines about workspace design, and refers to instructions and restrictions typically in place for researchers in a special collections reading room (e.g., no eating and drinking, no ink), suggesting that those same rules should apply to the space where scanning occurs.

This book, with its common-sense recommendations and practical emphasis, seems tailor-made for smaller cultural heritage organizations that are late adopters of digitization, although the authors' repeated use of terms such as "conservators" assumes that their readers' institutions are more heavily staffed. Moreover, the authors' exclusive focus on paper-based documents, of which the National Archives UK's fine collections provide a wide variety, may not match the actual formats and accompanying condition problems encountered by smaller institutions.

At times the emphasis on conservation reads as defensive, justifying its necessity despite (or because) funds are shifting increasingly toward digitization activities. While the authors' arguments for a continued need for

conservation/preservation specialists are valid, they are also somewhat shortsighted. For example, I wondered why "More Product, Less Process" (MPLP), a minimal processing trend initially described and advocated by Greene and Meissner in an *American Archivist* article, was not cited.[2] Its absence may be due in part to the British-centric nature of *Preparing Collections for Digitization*, since MPLP's traction is primarily in the United States. I sense, however, that MPLP was avoided because it contrasts so starkly with the authors' justification of conservation. Digital preservation also is notably absent from this book. The authors are cognizant of the need to consider digital preservation as an aspect of the long-term sustainability of any digitization project or program, because "preservation benefits of online access will only last as long as the digital images are available for online users" (12). Yet they do not address digital preservation solutions, instead devoting several pages to a defense of microfilm as a preservation medium. *Preparing Collections for Digitization* provides more detail about the specifics of preparing paper-based materials for scanning than other available resources, but readers looking for specific information about other aspects of digitization will be disappointed.—*Rachel I. Howard (rachel.howard@louisville .edu), University of Louisville, Louisville, Kentucky*.

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2. Mark A. Greene and Dennis Meissner, "More Product, Less Process: Revamping Traditional Archival Processing," *American Archivist* 68, no. 2 (2005): 208–63.

Digital Media: Technological and Social Challenges of the Interactive World. Edited by Megan A. Winget and William Aspray. Lanham, Md.: Scarecrow, 2011. 237p. $55 paper (ISBN 978-0-0108-8196-9).

Essays included in this volume are revised and peer-reviewed versions of conference papers presented at a 2009 invitation-only workshop on digital media held at the School of Information at the University of Texas at Austin. Participants were drawn from a number of disciplines, including information studies, fine arts, communication, technology, and history, so that a variety of views could be voiced. While this approach undoubtedly worked well for a conference, it falls short for a scholarly monograph. Although brimming with ideas and differing perspectives on its very broad topic, this work, loosely organized into four sections, is too unfocused and uneven. This is unsurprising given the amount of ground it tries to cover. A narrower scope, or a more deliberate and systematic overview of the subject, would likely have made for a more compelling book.

Part 1, "Preserving Digital Media," opens with an essay by Lowood exploring the complexities associated with attempts to preserve video games and virtual worlds. How does one, for example, determine which versions of Id Software's Doom—the landmark first-person shooter game originally released as shareware in 1993—are worthy of preservation? Doom allowed players to make modifications, such as creating new levels or creating different games (one of the more famous modifications was based on the movie *Aliens*). Many of these modifications were almost as popular as the official releases of the game. In addition, Lowood argues that projects that focus mainly on preserving software are inadequate because documentation essential to understanding virtual worlds is generally not found in those worlds. Thus a visitor to Sony's online game EverQuest now will find no record of candlelight vigils held inside the game by players in the hours and days following the September 11 attacks. These vigils, of possible interest to scholars studying online communities, are documented elsewhere, largely through forum postings. I found this to be one of the strongest contributions to the collection. This section also contains an essay by Winget that looks at three personal collections of video game-related materials, including a library of 711 books from the Origin Systems' game Ultima Online, and a chapter by Kraus that argues for the creation of a humanities center to guide intellectual property public policy, while also examining the role that piracy can play in preservation.

Part 2, "Describing Documents," is not as focused on metadata issues as I expected. Marshall's essay, which would have been at home in the previous section, looks at the problem of determining the authoritative copy of a given digital artifact when multiple copies are routinely saved, edited, described, published, and annotated. She offers, as an example, the case of an animated music video made by an art student in Taiwan for a song by one of her favorite bands. Over time, ten copies of the video, including variant versions, accumulate on various sites, some posted by the artist and others by the band, each with different metadata and public comments. How should these differing versions, tags, descriptions and comments be reconciled,