



Smart Libraries™

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Google . . . a library leader?

Recent news about Microsoft's failed efforts to acquire Google, combined with Google's pending initial public offering of stock, is keeping the Web's most popular search engine in the headlines. Although the jury is out on whether this stock offering will be a good investment, librarians have a vested interest in developments affecting what has become an essential search tool. Google has two significant accomplishments to its credit:

- Delivering useful search results using algorithms that rank relevance based on links to websites
- Delivering high response rates to relevant text ads

In the last 18 months, Google has quadrupled its staff to 1,300 employees, some of whom are focused on indexing the deep Web, resulting in

fee-based content in databases that have been licensed by libraries.

When Google goes public, it can point to a successful and profitable track record, despite its corporate culture, which is reflected on its website and is one that would resonate with librarians. Of the "10 Things Google has found to be true," librarians can use these maxims:

- Focus on the user and all else will follow.
- You can make money without doing evil.
- There's always more information out there.
- Great isn't good enough.

Google's culture reflects its dot.com origins: lunch and dinner are served

See Google on page 2

Big libraries challenge big publisher

In moves that large publishers never would have thought possible, libraries, consortia, and several top-ranked Association of Research Libraries (ARL) members have begun to challenge one of the biggest scholarly publishers on the planet, Reed Elsevier. Faced with renewal options that would severely limit title cancellations and further threaten monographic collections budgets, libraries such as Harvard, Cornell, and the University of California are either threatening, or

have already decided, to cancel large package deals offered by Elsevier through ScienceDirect.

Almost all libraries have experienced the rapid evolution of electronic journal collections over the last decade. The content was once free, then cheap, then regressively more expensive. Then large packages—the so-called "big deal"—replaced individual

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Google *from page 1*

free during the 12-hour work days, dogs are allowed at work, a masseur is available, and it lacks both structure and bureaucracy. Industry experts, though, worry that Google has no lock on its customers, no way to retain them with personalized services.

So who are Google's competitors? Yahoo has acquired Inktomi and Overture, and it has given signals that it plans to end its relationship with Google and compete directly with Google instead.

Microsoft has a large team developing its own search engine called Longhorn, which is due for release in 2006 as part of MSN.

AOL, which is Google's largest customer and accounts for 10% of its revenue, says it plans to continue the partnership.

In five short years, Google has become the market leader in finding information on the Web. It influences systems development on library websites and metasearch software designed for library users.

As more scholarly publishers take advantage of Google's ability to deliver easy access to content, Google may need to modify its algorithms to accommodate research content whose relevance is not based on popularity.

Libraries are becoming dependent on a company that is reshaping how people discover content, yet libraries comprise a small portion of Google's users and have little influence in its development. Libraries need to be on Google's horizon (like scholarly publishers are) to ensure they are part of the corporate strategy and not a casualty suffering from invisibility.—*Judy Luther*



OpenURL and metasearch workshops in D.C.

More than 200 librarians, automation vendors, and publishers gathered in Washington, D.C., Oct. 29–30 to explain the OpenURL standard and better understand the glory and pitfalls of metasearching.

Eric Van de Velde, chair of the NISO AX committee that finalized the 1.0 version of the OpenURL standard, proudly handed the entire standard to Patricia Harris, executive director of NISO, on a USB key chain.

Several speakers embarked on a day-long effort to demystify the OpenURL standard, to plead with vendors and publishers to implement it, and to explain the changes from the 0.1 standard that has been in use for the last few years.

Growing from an exploratory workshop that took place in Denver in spring 2003, the metasearch workshop sought to better understand target information resource providers' fears about broadcast searching from libraries and those facilitated by third-party vendors, such as WebFeat, Muse Global, and Auto-Graphics, Inc.

Metasearching and URL-checking have caused some consternation among information providers who were not prepared for the barrage of server activity that metasearch engines have begun to cause in the last 12 to 18 months. Even those who proudly offered Z39.50 servers did not have the infrastructure in place to handle hundreds of libraries searching dozens of databases simultaneously.

For those without a standard protocol to support broadcast searching, HTTP access (otherwise known as screen scraping) raises fears of wasted overhead on front-end interfaces and advanced search features.

Several parties, especially libraries and content providers, supported a new standards effort to both replace Z39.50's high barrier of entry and offer a suitable technology instead of HTTP screen scraping. Some content providers hinted that supporting such high use of metasearching might require a new cost recovery strategy.

The workshops were informative and represented an excellent opportunity to bring together a fledgling standard with a problem looking for standards to fix it. Libraries, vendors, and publishers alike can look forward to the adoption of the former, and the steady progress of the latter.—*APK*

Contact: www.niso.org/news/events_workshops/MS2003_workshop.html

E-BUZZ at CHARLESTON CONFERENCE

What started more than 20 years ago with nearly that many attendees grew to its largest crowd ever, as more than 700 librarians, publishers, and library vendors joined the informal gathering in Charleston, S.C., Nov. 5–8, 2003, to discuss book and serial acquisition.

When librarians were through whispering in the hallways about “big deals” on e-journal packages going south at many libraries, plenary and concurrent sessions offered something for everyone—from government information and digital preservation to reference linking and e-books.

The e-journal topic continued to be on everyone’s mind. Opinions varied from those predicting the absolute dissolution of print to those suspicious of the pricing models of big publishers like Elsevier, Kluwer, Wiley, and Springer-Verlag.

Down, but not out, e-book discussions also found a home in Charleston. In one session, a panel of industry experts debated the need for revolutionary acceptance of e-books.

Some suggested that thinking of the e-book as a physical book and not part of a larger database was stunting e-book acceptance. Some in the audience doubted e-books would ever catch on; still others argued that increased publisher acceptance and commercial use would ultimately mean more e-books for libraries.

To follow up on the Conference and its impending proceedings, check out the first 2004 issue of *Against the Grain*.—APK

Contact: www.against-the-grain.com

Top IT issues in higher education

Funding challenges and security and identity management have surfaced as the leading issues for academic IT staff in the Fourth Annual Educause Survey of IT Managers. More than 500 member representatives responded to a five-minute survey soliciting their input on top-ranking issues in four categories:

- Most important issues for strategic success
- Issues of increasing significance
- Issues consuming the administrator’s time
- Issues consuming the available human-financial resources.

Disaster recovery planning and instructional course management have replaced distance education and human resource management in competing for the administrator’s time and attention. Recommended readings on the top 10 issues identify trends that impact the institution’s ability to support the infrastructure needed to deliver licensed electronic resources.

Particularly interesting is the article on “Boomers, Gen-Xers, and Millennials: Understanding the Students” in the July/August issue of *Educause Review*. It confirms the changing style of today’s students who expect immediate results, interactive environments, and group activities.

The need to maintain and upgrade information technology infrastructure, along with implementation of enterprise-wide administrative systems top the lists for all levels of academic institutions, which are more alike than different in their ranking of issues.—JL

Contact: [Survey results, www.educause.edu/ir/library/pdf/eqm0322.pdf](http://www.educause.edu/ir/library/pdf/eqm0322.pdf)
Recommended readings on top 10 issues,
www.educause.edu/pub/er/erm03/erm036_articles.asp?id=5



SERIALS MANAGEMENT SYSTEMS EXPAND

A series of recent announcements from the vendors who produce serials management systems indicate how quickly the market is evolving. To enable the user to move seamlessly from the discovery of an article to the full text, libraries are increasingly relying on serials management systems to fill the gap.

Given the multiple overlapping sources of electronic journal titles, libraries needed an A-Z list of all their electronic journals with up-to-date URLs. Serials management systems emerged to address this need and are finding that their services are also needed by ILS systems.

Serials Solutions has integrated subject headings from Ulrich's into A-Z journal lists for its libraries so users can identify the journals in their library's collection by predefined subject groups. These lists facilitate browsing by title.

TDNet is developing two new services: TDNet Econtent Searcher (TES), its new metasearch program and TDNet Open URL Resolver (TOUR), its new link resolver.

In beta at Trinity University, San Antonio, Texas, TES uses semantic mapping, which allows articles on the same topics to be retrieved using different terms. By offering personalization features, TES lets users store searches that are executed on a predetermined schedule. The results of these searches are merged into a single list with links to the specific articles.

TOUR lets users link seamlessly to any title their library subscribes to electronically by using OpenURLs, DOIs and proprietary links. TOUR is being launched at the University of Missouri, Columbia, Mo.

Some integrated library management systems are choosing to partner with vendors that have already built a link server. Through a partnership with Serials Solutions, Dynix offers Horizon Link Resolver and a separate service providing full MARC records for a library's electronic journals.

Sirsi Corp. is partnering with Openly Informatics, using Openly Informatics' linking technology to integrate connections to full text through Sirsi Rooms.

Expect more relationships between serials management systems and vendors who need use of this data to enable the library's patrons to link seamlessly to full text.—*JL*

Challenge *from page 1*

title selection. Expensive science, technology, and medicine (STM) titles created impressive revenue and subsidized less expensive titles; then little-used titles, uncanceled in big packages, also supported the packages and the even less-used titles.

The difficulty for libraries lies in the ever-increasing dependence on electronic access by their primary users, most often faculty, researchers, and graduate students. Patrons generally had no problem with a pricing model that—within the last five years—encouraged the cancellation of print subscriptions. If it's online, why bother with print?

Libraries would struggle every year to balance the demands of the patron with the cultural responsibility of preserving access to collections. But the print vs. electronic model slowly changed—electronic became more or as expensive as print—and the encouraged cancellation of print changed into an increasing dependence on electronic access.

Publishers then used the increased demand and need for electronic access to justify the increase in prices. But even increased collections budgets will not solve the underlying problem.

The objection

The "big deal" bundles that have reaped billions for big publishers contractually obligate libraries to continue subscriptions for extended periods for titles that receive little to no use. Combine that with required inflation rates and libraries are locked in regardless of their budget situation and without options to manage costs or content.

Whether electronic or print, this system forces libraries to give up control over their own collections. For instance, Cornell University Libraries spends 20% of its serials budget on Elsevier titles that make up only 2% of its serials collection. In October 2003, Harvard announced that it would give up its "big deal" to regain control over its collections, title by title. Cornell did the same.

In an October 2003 letter addressed to its faculty, the University of California system libraries asked for members' support in the difficult negotiations ahead. The Triangle Research Libraries Network (consisting of the libraries at Duke University, North Carolina State University, North Carolina Central University, and the University of North Carolina at Chapel Hill) also sought the support of its faculty in similar negotiations. On Dec. 3, 2003, North Carolina State's Faculty Senate unanimously approved a resolution supporting a potential decision to unbundle its title selection from the ScienceDirect package deal.

The libraries mentioned here are continuing their negotiations with the publishing giant. Some have vowed, nevertheless, to not return to the package deals that gave publishers too much power over library purchasing decisions.

Is the just-in-time, just-in-case access to scholarly material offered through electronic access too powerful a habit for scholars to give up? Large publishers count on this assumption, not only because scholarly users crave easy access to materials, but because many of them sit on the editorial boards of the journals or contribute their work to the very publishers that sell back the content to libraries at inflated prices. (From 1986 to 2000, the Consumer Price Index rose 57%. In that same period, all journal prices—print and electronic—rose 227%.).

But scholars are also intelligent, reasonable people. They know that libraries don't hold blank checks, and they are learning—as are the publishers—that fewer libraries will be forced into deals that do not make sense for libraries, their collections, or their patrons.—*Andrew K. Pace*

Contact:

<http://libraries.universityofcalifornia.edu/scholarly>

<http://libraryjournal.reviewsnews.com/index.asp?layout=article&articleId=CA330375&display>

www.library.cornell.edu/scholarlycomm/elsevier.html

Digital library and e-book programs

The Joint Conference on Digital Libraries (JCDL) 2004, to be held in Tucson, Ariz., June 7–11, will include papers and discussions covering all aspects of digital libraries including: system design, metadata, preservation, usability, collection development, intellectual property, and user communities. It is co-sponsored by two special interest groups of the Association for Computing Machinery (ACM) and the Institute for Electrical and Electronic Engineers Computer Society (IEEE), in conjunction with the American Society for Information Science & Technology (ASIST) and the Coalition for Networked Information (CNI).

The Open eBook Forum (OeBF) is sponsoring the Conference on eBooks in the Public Library, a one-day program on March 16 in New York. Topics include: budget crises in public libraries, new sources of e-book content, technology update, cataloging digital content, pricing, copyright, and industry trends.—*JL*

Contact: www.jcdl2004.org

www.openebook.org/library2004/agenda.htm

Crossref drops fees

Crossref, the citation-linking clearinghouse for scholarly publications, started waiving its Library Affiliate fee in late 2003 and will eliminate it in 2004. The independent member association also plans to drop its retrieval fees for members and affiliates in January 2004.



Over the last several months, more and more libraries have adopted reference linking tools, such as Ex Libris' SFX, and the relationship between Crossref/DOI (Digital Object Identifier) and OpenURL has become more clear.

Generally thought to be in competition, OpenURL and the DOI actually complement each other and offer a lower technological barrier of entry for publishers and content providers. Publishers can call themselves "OpenURL aware" through the DOI. That is, the OpenURL for deep linking and cross references can be built based on a DOI match.

Since several publishers already register DOIs through CrossRef, dropping fees for publishers and libraries eliminates the need for them to implement OpenURLs in their databases. It also widens the scope of reference-linking targets for libraries without them having to pay affiliate membership costs on top of reference-linking software fees.—*APK*

AMAZON SEARCHES **INSIDE** THE BOOK

What library patrons wouldn't give to look inside the book at the OPAC before heading for the stacks. With the launch of Amazon's "Look Inside the Book"[™] more than a year ago, time needed only to pass before "Search Inside the Book"[™] surfaced from ubiquitous online bookseller Amazon.com in late fall 2003.

Google also is talking with publishers to offer a similar service.

Amazon not only includes the full text of 120,000 books (more than 33 million pages) in every search, it shows excerpts in search results and access to full-page scans, with page-turning browse features.

The feature includes only the full text from publishers from whom Amazon has received permission to display copyrighted material. Still, some publishers and the Author's Guild found the new feature somewhat disturbing, and

Amazon scrambled in its first week to maximize the digital rights management of its page-views of titles.

But don't think Amazon has created the ultimate e-book library. Those millions of pages from thousands of books aren't always complete, and the vast majority of them exist through scanning and optical character recognition (OCR) activity, not through the creation—or delivery from the publisher—of electronic books.

Nevertheless, if full book contents can help sell books, imagine what full-text content would mean for careful book selection by library patrons. The interesting novelty may spur more sales of new fiction, but the true potential of "search inside the book" remains in research activities. Would that libraries had the publisher bargaining leverage that Amazon does.—*APK*



Adobe to re-release Reader 6.0

In late 2003, Adobe decided to rethink the interactive Digital Rights Management (DRM) requirement in its free Adobe Reader software, and it will shortly release a new version with automatic registration that is activated when the Reader software opens Adobe Content Server (ACS) e-books.

In spring 2003, Adobe released Adobe Reader 6.0, which merged its Reader with its fledgling E-Book Reader—one application for multiple types of files.

Adobe quickly recognized a flaw in the software merger. Activating the e-book reader required registration with a

Microsoft Passport or Adobe ID and password. The model proved troubling for e-book access from library workstations, since each workstation required individual activation.

Many users also complained about activation problems in Adobe's online User Forums. Adobe went back to the drawing board. The new version will assign rights to individual hardware and must be initiated for each machine.

Industry experts draw distinctions between e-book use in public versus academic libraries; but the new key dis-

inction is between older e-book models (online browsing and dedicated device readers) and new models (downloadable, portable texts, and lending options).

Myriad DRM solutions and vendor platforms will continue to make e-book usage in libraries a challenge so libraries continue to prefer content from a single vendor. Offline reading solutions, such as Adobe's, are still not hassle-free for libraries. Moving a file from one device to another will still require personal registration, and Adobe has not yet addressed issues of patron privacy in its ACS/DRM model.—*AKP*

MS Office 2003 INCREASES PRODUCTIVITY

The new release in October of MS Office 2003 delivers new capabilities for collaboration in a networked environment and a redesigned version of Outlook. Three new features distinguish the latest version and make managing shared documents easy:

- SharePoint, group networking software, allows users to create workspaces with a set of members. SharePoint tracks versions of documents, locking the document for edits but allowing others to view it, or alternatively allowing members to edit it together in real time.
- Information rights management (IRM) allows users to conveniently restrict access to documents at the point of creation. Once invoked, however, the document must be opened in Office 2003.
- XML allows documents to be easily exchanged with other systems without tedious rekeying or conversion.

The core functions of Word, Excel, and PowerPoint all have a task pane on the right that allows the user to perform many different functions without leaving the application. Users can conduct research, easily alter the document's style, protect the document, or convert it to XML.

Microsoft integrates references works with The Research Library, which provides access to a thesaurus in English, French, or Spanish, the Encarta dictionary and encyclopedia, and the ability to search Factiva & Gale. Users also can launch a Web search from the task pane without opening a Web browser.

Outlook has been redesigned; its new features increase the ease of use and its value as a communication tool:

- Users can now right-click and flag e-mails by level of priority, and these e-mails are then automatically included in a standard follow-up folder.
- A good junk e-mail filter eliminates a lot of spam saving hours of deleting unwanted messages.
- Brief headers for each e-mail with options to open or delete each message quietly fade onto or off the screen while the user is working in another application, such as Word or Excel. As

e-mails arrive, the user can respond immediately without having to switch to Outlook to see what has arrived or take the time to open an e-mail. This feature delivers the speed of an instant message.

- Pull-down menus allow users to visually organize e-mail messages by date, sender, flag, or attachments, which helps organize a large e-mail file.

Another popular feature in Outlook, Word, and Excel is the ability to display a calendar or documents side-by-side for easy comparison. Another feature, a view option, lets users display multiple pages on the screen making them appear more like a book.

Network users and those who rely on Outlook will find that the new capabilities and efficiencies gained will warrant an upgrade to this latest version, which Microsoft describes as a system rather than a suite to reflect the integration of functions and the creation of a group working environment for users.—*JL*





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