



# The CHARLESTON REPORT

## *Business Insights into the Library Market*

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### Libraries on the Move

**The New York Public Library, Penguin Group (USA), and the 3M Cloud Library** have officially launched a pilot project to make Penguin e-books available to patrons of both The New York Public Library and the Brooklyn Public Library. Under the initial phase of the pilot, e-books will be made available to libraries for one year with renewable terms. Library patrons will be able to access e-books remotely utilizing public-library compatible reading devices. Titles will be available for lending six months after initial publication. Penguin has said the service will be available to all 3M Cloud libraries at the end of 2012. Read more at <http://www.thedigitalshift.com/2012/10/ebooks/nypl-bpl-3m-officially-launch-penguin-pilot-test/#>.

**The London School of Economics (LSE)** has announced that it is the new custodian for the Women's Library, a unique and internationally renowned collection that holds UNESCO-recognized documents. The collection covers the changing social and political circumstances in the lives of women from the mid-Nineteenth century onwards and is known for its rare and historic materials on the foundations of the rights of women. The library developed from the suffrage movement and now includes over 60,000 books and pamphlets, over 3,500 periodicals as well as press cuttings. In addition it includes 500 personal and organizational archives and over 5,000 objects such as posters, photographs, badges, and banners. The collection was previously part of the London Metropolitan University. LSE will house the periodicals collections, and the open shelf collections — which include a remarkable selection of biographies of women — in a brand new dedicated Research Reading Room. More details available at <http://www2.lse.ac.uk/library/news/Womens-Library.aspx#>.

**JISC Collections** has introduced a new shared ERM service aimed at helping UK libraries manage their e-resources more efficiently. Knowledge Base+ (KB+) has been developed with the goal of improving inadequate data and metadata about publications, packages, subscriptions, entitlements and licenses available throughout the e-resource supply chain. To learn more about KB+, logon to <http://www.jisc-collections.ac.uk/KnowledgeBasePlus/>.

### Hot Topics from the 2012 LITA National Forum

... Reported by *Ken Varnum, Web Systems Manager, University of Michigan Library, <varnum@umich.edu>*

The 2012 LITA National Forum, held October 4-7, 2012, in Columbus, Ohio, had the theme “New World of Data: Discover. Connect. Remix.” Many of the talks, it seemed, focused on data and services built upon it. The opening keynote was presented by Eric Hellman, President of **Gluejar**, whose crowd-sourcing site ([www.unglue.it](http://www.unglue.it)) seeks to “unglue” electronic books from their publishers’ licenses and thereby open the books up to unlimited public access. Hellman described libraries as “magic machines” that turn commercial objects into public goods and asked, how are libraries to update their machines to work in the e-book age. He suggested that the Gluejar model is one approach — that libraries could collectively spend some of their acquisitions funds on liberating e-books, rather than licensing them for short-term or other restricted uses.

The Saturday keynote, by well-known scholar Ben Shneiderman, focused on visual analytics as a powerful tool for us to use in understanding what is happening in social media and, by extension, society as a whole. He defined “**Visual Analytics**” as the social process of getting data, cleaning it up to make it consistent and understandable, collaborating with others to discover insights, and, most importantly, sharing the results with others. Shneiderman noted that the process of visualizing data can give you answers to questions you did not know you had, although the best results of visualization come as the result of specific questions.

Concurrent sessions yielded a number of interesting topics. **Research Data (“big data”)** was a common theme, as libraries seek to understand their role in this emerging trend. Wayne Johnson’s “Alchemists Guide to Research Data” continued the theme, providing an overview of topics that libraries should be considering when approaching big data projects. Dealing with a different form of data was the topic of a talk by Jason Paul Michel on “Data Mining the Twitter API,” in which he described ways to meaningfully harvest Twitter streams for locally relevant information.

**Usability and user testing** was also a recurring theme. Few presentations failed to mention the importance of iterative testing to improve the user experience. Of particular note was Jason Battles’ talk on “Human Factors in Library Discovery Systems,” in which he outlined a number of straightforward, low-budget, steps any library could take to understand how their sites’ users are interacting with the library online.

The slides for most concurrent sessions are available at <http://connect.ala.org/litaforum> and video archives of the three keynotes are available at <http://www.ustream.tv/channel/lita-forum>.

**Ed Note:** *Ken Varnum is the Web Systems Manager at the University of Michigan Library, where he manages the library Website and development of new features and functionality. A frequent conference speaker and author, Ken’s research and professional interests range from Drupal and site redesign to user-generated content. ALA TechSource published his first book, *Drupal in Libraries*, in 2012.*

## UK University Offers Free Current Awareness Service

JournalTOCs is a new current awareness service for researchers that lists the latest Tables of Contents of over 20,000 journals. The service is freely available and is an initiative of the ICBL (<http://www.icbl.hw.ac.uk>) at Heriot-Watt University. It was created in 2009 with funding from the JISC Rapid Innovation Grants and is now an independent service.

Coverage is international, representing journals from over 1,200 different publishers, including Elsevier, Springer, Taylor & Francis, Wiley, IEEE, Sage, Walter de Gruyter, Inderscience, RMIT, Project Muse, OUP, Emerald, CUP, Hindawi, BioMed Central, etc. Of the 20,000 journals, over 4,400 are Open Access.

At the JournalTOCs Website users can search for journals by title or ISSN, or for articles by keyword, and browse for journals by subject or publisher. Free registration enables the user to build personalized collections of journal titles and to elect to receive email alerts when new journal issues are published.

It is also possible to save and export the content of TOCs. Developers can use the free API to directly access the database of articles, journals and publishers to embed TOCs in library catalogs, portals, widgets and Web pages.

Free 30-day trials are available. For more information or to set up a trial, be sure to contact <[journaltoocs@icbl.hw.ac.uk](mailto:journaltoocs@icbl.hw.ac.uk)>.

## TCR Quotes

***“This is really great. Well reasoned, well written, and a great win for libraries, innovation, and accessibility. Judge Baer is, at least with respect to this case, extremely awesome,”*** says Nancy Sims, Copyright Program Librarian, University of Minnesota, reacting to the recent HathiTrust ruling. See her entire post at [http://blog.lib.umn.edu/copyrightlibn/2012/10/authors-guild-v-hathi-trust-a-win-for-copyrights-public-interest-purpose.html?utm\\_source=dvr.it&utm\\_medium=twitter](http://blog.lib.umn.edu/copyrightlibn/2012/10/authors-guild-v-hathi-trust-a-win-for-copyrights-public-interest-purpose.html?utm_source=dvr.it&utm_medium=twitter).

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*The Charleston Report* is written for publishers, vendors, product developers, merchandisers, and wholesalers who are interested in expanding their library market. Readers will gain insights in effective marketing to libraries, early alerts to library trends, access to library leaders' future plans, library budget projections, library strategic plans, technology directions, and publications needs.

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## By the Numbers

**50%...**The number of adult Americans who now own either a tablet computer or a smart phone. Of note, one third use their mobile devices to view news stories and video clips at least once a week. Reported by Dr. John Jaeger, Doctoral Research and Reference Librarian Dallas Baptist University. <http://tinyurl.com/8to687j>

**\$2.5 million...**The amount awarded by the U.S. Institute of Museum and Library Services (IMLS) to museums and libraries developing innovative programs to prepare young children for school. The projects are part of an early learning program designed to increase the number of low-income children reading on grade level by the end of the third grade. IMLS plans to award a similar sum next year as well. [http://www.ims.gov/ims\\_announces\\_2.5\\_million\\_to\\_support\\_early\\_learning.aspx#](http://www.ims.gov/ims_announces_2.5_million_to_support_early_learning.aspx#)

**95.9%...**The percentage of librarians who see their role as helping patrons develop information literacy skills, according to a survey conducted by EasyBib of over 300 K-12 and college librarians. As an example, more than half of students at the polled institutions do not understand plagiarism, including the differences between paraphrasing, commenting and quoting. More survey results are available at <http://easybib.files.wordpress.com/2012/04/informationliteracysurvey-01.jpg?w=644>.

**30%...**The level of duplication between ARL print collections and the HathiTrust Digital Library, according to a recent OCLC Research report on “Print Management at ‘Mega-Scale’.” Of note, the figure is up from 19% in June 2009. *Against the Grain*, “Back Talk,” September 2012.

## Mark Your Calendars

**November 14, 2012 — 2nd Annual Library Journal Tech Summit**, “Creating Integrated Libraries from Coding to the Cloud,” Online Event/Webinar, 11:00 a.m. — 4:00 p.m. EST. More details at <http://www.thedigitalshift.com/events/tech-summit/#>.

**November 15, 2012 — UKSG One Day Conference**, “Rethinking Collections: Approaches, Business Models, Experiences,” 76 Portland Place (Rutherford Theatre), London. More information at <http://www.uksg.org/event/NOVCONF2012#>.

**December 7, 2012 — STM Innovations Seminar 2012**, “Innovation Impacts in STM: New Metrics, Big Data, Cool Apps,” Central Hall Westminster, Storey’s Gate, Westminster, London. Learn more at <http://www.stm-assoc.org/events/stm-innovations-seminar-2012/#>.

**January 25-29, 2013 — ALA Midwinter Meeting**, Washington State Convention Center, Seattle, Washington. Registration is now open. Check it out at <http://www.alamidwinter.org/rates#>.

**January 29-30, 2013 — APE 2013**, Academic Publishing in Europe: “The Funding of Publishing,” Berlin Brandenburg Academy of Sciences, Berlin. Registration and hotel information available at [www.ape2013.eu](http://www.ape2013.eu).

# 12th Annual Charleston Advisor Reader's Choice Awards

... Reported by *George Machovec, Managing Editor, The Charleston Advisor, <george@coalliance.org>*

*The Charleston Advisor* is now in its 14th year and for the 12th consecutive year the journal is sponsoring a series of awards for the best and worst electronic products of interest to libraries. The awards are not necessarily limited to services reviewed by *TCA*, but *TCA* reviews (if available) were consulted in the final consideration. These awards are published on an annual basis. Members of the editorial board made the final selections in a September 2012 conference call.

Awards are given in a group of standard categories; special one-time awards are periodically given and labeled below as a "Special One Time" award.

## **Best New Product — Directory of Open Access Books (DOAB)**

— This directory produced by the OAPEN Foundation (Open Access Publishing in European Networks) lists thousands of open access academic monographs from dozens of publishers and shows that the open access movement is as alive and well for books as it is for journals. <http://www.doabooks.org/doab>

**Best New End User Product — Udini (ProQuest)** — A great collection of over 150 million articles from 12,000 publications aimed at the end user including entrepreneurs, consultants, alumni and independent researchers. Much of the information literacy that's taught in college is unavailable after graduation. ProQuest has packaged a deep body of content for those who cannot get into specialty databases through companies or academic institutions. <http://udini.proquest.com/>

**Best Interface — ArtStor Digital Library** — Having some of the richest visual content of any online service, ArtStor has developed a superb interface for searching and viewing their digital library. Designed by Fifth Avenue denizens who understand color and design this service optimizes the searching, finding and displaying of educational art objects. <http://www.artstor.org/index.shtml>

**Best Content (2 awards) — Rock's Backpages** — Although not originally intended for libraries, this rich resource covers five decades of rock music with full-text articles, album and concert reviews, audio interviews, rock journalism, fashion and other unique content. The pricing is reasonable for libraries. <http://www.rocksbbackpages.com/>

**Best Content (2 awards) — Nursing Reference Center (EBSCO)** — This database has been out for a few years and keeps getting better. It is enthusiastically embraced by the nursing community and has many excellent features such as point-of-care drug information, cultural competence in dealing with patients, evidence based care sheets, continuing education modules, competency checklists, a mobile interface, etc. <http://www.ebscohost.com/pointOfCare/nrc-about>

**Best Pricing (2 awards) — Swank Motion Pictures, Inc.** — Academic institutions have needed a way to affordably integrate popular motion pictures in the classroom. Swank now offers streaming media with the ability to link the content through courseware. They offer reasonable pricing including consortial deals. <http://www.swank.com/>

**Best Pricing (2 awards) — SPIE Digital Library** — The SPIE, the international society for optics and photonics, is to be commended for listening to libraries and lowering (or holding constant) prices during the recent economic crisis. <http://spiedigitallibrary.org/>

**Best New Mobile App — BiblioBoard** — Created by BiblioLabs, BiblioBoard is an app for the Apple iPad that gives access to historical anthologies that explore places, events, people and themes from across the centuries. It also offers authoring tools so that an end user can create their own anthologies and enables curators and subject matter experts to discover, enhance and create new works from the wealth of licensed, open source and public domain materials available within their core database. <http://www.biblioboard.com/>

**Best Contract Options — UPCC Books on Project MUSE** — Kudos to UPCC (University Press Content Consortium) for offering DRM free e-books with no restrictions on printing and downloading for subscribers. Making e-books easier to use is much appreciated by both libraries and the end-user. Having launched in early 2012, Johns Hopkins University Press has brought together over 65 university and scholarly presses in a consolidated e-book environment. <http://muse.jhu.edu/about/UPCC.html>

**Best Effort (2 awards) — Unglue.it** — A new effort to create e-books and offer them freely through Creative Commons licensing. Unfortunately Amazon has suspended crowdfunding for Creative Commons e-books through Unglue.it which will seriously hamper efforts. <https://unglue.it/>

**Best Effort (2 awards) — Knowledge Unlatched** — Frances Pinter's new organization which is a global consortium bringing together academic libraries and scholarly publishers to assist in specialty niche publications with a sustainable business model for all stakeholders. <http://www.knowledgeunlatched.org/>

## **Special One Time Awards**

**Ones to Watch — Plum Analytics** — This start-up metrics resource was begun by Andrea Michalek and Mike Buschman (some of the folks formerly behind Summon) for measuring scholarly communication. Subscribers may analyze local research by comparison with peers, tracking impact and promoting scholarly research. It is priced in a way to give Elsevier's SciVal a run for their money. <http://www.plumanalytics.com/>

**E-book Innovation (2 awards) — Douglas County (CO) Public Library** — DCPL and its director, Jamie LaRue, has taken a leadership role in the local hosting of e-books on their own Adobe Content Server (ACS) and is working with publishers, authors and small presses to locally load and control the distribution of e-books. This initiative is inspiring public libraries and others who are following their example and DCPL has made great strides in working with many different stakeholders. Take control of your e-books! <http://evoke.cvlites.org/>

**E-book Innovation (2 awards) — Ontario Council of University Libraries** — OCUL has locally loaded over 350,000 open access e-books and over 110,000 commercial e-books in their "Scholars Portal Books" for their academic library consortium. They are using a substantially re-written version of the ebrary software and are working directly with publishers and others. This approach offers greater local control, customized functionality and permanence that can be depended upon. It is a great success story. <http://books2.scholarsportal.info/home.html>

**Vanishing — Google Scholar** — After launching in 2004, Google Scholar is harder than ever to find for the casual researcher. One has to go to "More" and then select "Even More" to find a link to the service. Perhaps it is just lost in the mammoth number of programs and services offered by Google. Certainly some of the enthusiasm seems to be gone although it has spawned a robust discovery industry for libraries that took their ideas and improved them. And it is still free. <http://scholar.google.com>

**Back From the Dead — Microsoft Academic Search** — This product was launched many years ago in an effort to stem the tide of Google Scholar. Microsoft has persevered in this quixotic quest and a newly released version offers a clean and mean search page. It offers nice visualization tools, a co-author graph showing collaboration, citation analysis and other cool features. <http://academic.research.microsoft.com/>

## Short Takes

**The National Information Standards Organization (NISO) and the UKSG** have announced that BioOne, JSTOR, LOCKSS, the Royal Society of Chemistry and SpringerLink (hosted by Metapress) are the most recent organizations to publicly endorse the Phase I recommendations of the KBART (Knowledge Bases And Related Tools) Working Group, a joint NISO/UKSG initiative that is exploring data problems within the OpenURL supply chain. Knowledge base developers can endorse the KBART Recommended Practice by confirming that their systems can process KBART formatted files. Learn more at the KBART Information Hub at <http://www.uksg.org/kbart> or <http://www.niso.org/workrooms/kbart>.

**Ending seven years of litigation, the Association of American Publishers (AAP) and Google** announced a settlement agreement that will allow access to publishers' in-copyright books and journals digitized by Google for its Google Library Project. The agreement settles a copyright infringement lawsuit filed against Google on October 19, 2005 by five AAP member publishers. According to the settlement, U.S. publishers can choose to make available or choose to remove their books and journals digitized by Google for its Library Project. Those deciding not to remove their works will have the option to receive a digital copy for their use. Further terms of the agreement are confidential. <http://www.publishers.org/press/85/#>

**ProQuest and Bernan Press are teaming up** to rescue one of researchers' most valued reference tools by publishing the Statistical Abstract of the United States beginning with the 2013 edition. The U.S. Census Bureau, responsible for publishing the work, announced in March 2011 that it would cease production of the Statistical Abstract after the 2012 edition, prompting widespread concern among librarians, journalists, and researchers about the disappearance of this essential research tool. The move ensures continuation of this premier guide to an extraordinary array of statistics, which has been published since 1878. More details available at [http://www.bernan.com/Online\\_Catalog/Title\\_Page.aspx?TitleID=7743020#](http://www.bernan.com/Online_Catalog/Title_Page.aspx?TitleID=7743020#).

## Latest Copyright Ruling Favors HathiTrust

A Federal District Court has dismissed a copyright infringement suit brought by the Author's Guild, which would have prevented the digitizing of books at major universities across the country. The October 10, 2012, ruling has major implications for future digital copyright laws, and will allow the defendant — the HathiTrust Digital Library (HDL), a partnership of major research institutions, including the University of Michigan, the University of California, the University of Wisconsin, Indiana University, and Cornell University — to continue a partnership with Google to scan volumes of books from member library collections.

Google provided many of HDL's 10 million digital volumes in exchange for the partner universities' allowing Google to continue to scan books in their collections for the Google Library Project. The Library Project is the subject of two separate cases, one of which settled last week. In the HathiTrust suit, the Author's Guild alleged that the initial scanning constituted "one of the largest copyright infringements in history." To read numerous articles on this decision, logon to [http://www.hathitrust.org/around\\_the\\_web#](http://www.hathitrust.org/around_the_web#).

## Unglue.it Relaunches with New Payments Provider

Two months ago, Unglue.it — the crowd-funding platform that supports authors and publishers in releasing free editions of their books — was forced to shut down. After successfully raising \$7,500 to make Ruth Finnegan's 1970 classic *Oral Literature in Africa* free to the world, Unglue.it was forced to suspend their remaining campaigns when Amazon changed its policies on supporting crowd-funding companies. To replace Amazon Payments, Unglue.it has chosen Stripe, a venture-funded startup based in San Francisco. The service now has five new books waiting to be "unglued":

- *So You Want to be a Librarian* by Lauren Pressley, a book aimed at students who wonder if a library career is right for them.
- *Budding Reader Book Set 1: Cat And Rat (Ten Books)* by Melinda Thompson with Melissa Ferrell, a set of books designed to help children learn to read.
- *Love Like Gumbo* by Nancy Rawles, a National Book Award winning coming-of-age story which was one of the first popular novels to tackle this subject from the perspective of a lesbian of color.
- *Obama Search Words* by Stephen Black, a collection of facts, stories and photos about the President.
- *The Third Awakening* by Dennis Weiser, a macabre, eco-friendly, erotic sci-fi fantasy satire.

To learn more, logon to <https://unglue.it/landing/#>.



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