

# Against the Grain

*Against the Grain* (USPS 012-618) (ISSN 1043-2094) is published six times a year in February, April, June, September, November, and December/January by Against the Grain, LLC, 209 Richardson Ave., MSC 98, The Citadel, Charleston, SC 29409. Subscription price per year is \$50 U.S. (\$60 Canada \$85 foreign). Periodicals postage paid at Charleston, SC. **Postmaster:** Send change of address to Against the Grain, LLC, 209 Richardson Ave., MSC 98, The Citadel, Charleston, SC 29409.

## Editor:

Katina Strauch (College of Charleston)

## Associate Editors:

Rosann Bazirjian (UNC-Greensboro)

Cris Ferguson (Furman University)

Tom Gilson (College of Charleston)

Joyce Ogburn (U. of Utah)

John Riley (Writer)

## Research Editors:

Barry Lee (Research & Reference Services)

Judy Luther (Informed Strategies)

## Assistants to the Editor:

Ileana Strauch

Toni Nix (Just Right Group, LLC)

## Contributing Editors:

Richard Abel (Consultant)

Rick Anderson (University of Utah)

Sever Bordeianu (U. of New Mexico)

Dennis Brunning (Editor At Large)

Todd Carpenter (NISO)

Bryan Carson (Western Kentucky University)

Liz Chapman (University College London)

Eleanor Cook (East Carolina University)

John Cox (John Cox Associates Ltd.)

Anthony Ferguson (U. of Hong Kong)

Cris Ferguson (Furman University)

Ruth Fischer (R2 Consulting Services)

Michelle Flinchbaugh (U. of MD Baltimore County)

Laura Gasaway (UNC, Chapel Hill)

Chuck Hamaker (UNC, Charlotte)

William M. Hannay (Schiff, Hardin & Waite)

Mark Herring (Winthrop University)

Donna Jacobs (MUSC)

Tom Leonhardt (St. Edward's University)

Rick Lugg (R2 Consulting Services)

Mary (Tinker) Massey (ERAU)

Jack Montgomery (Western Kentucky University)

Bob Nardini (Coutts Information Services)

Elsie Pritchard (Morehead State University)

Rita Ricketts (Blackwell's)

Peter Shepherd (Project COUNTER)

Greg Tananbaum (Consultant)

Sanford G. Thatcher (Penn State Press)

Jared Seay (College of Charleston)

Deborah Vaughn (College of Charleston)

Proofreader: Carol Lyle (Summerville, SC)

## Graphics:

Bowles & Carver, *Old English Cuts & Illustrations*. Grafton, *More Silhouettes*. Ehmcke, *Graphic Trade Symbols By German Designers*. Grafton, *Ready-to-Use Old-Fashioned Illustrations*. *The Chap Book Style*.

## Production & Ad Sales:

Toni Nix, Just Right Group, LLC., P.O. Box 412,

Cottageville, SC 29435, phone: 843-835-8604

fax: 843-835-5892 <justwrite@lowcountry.com>

## Advertising information:

Toni Nix, phone: 843-835-8604, fax: 843-835-5892

<justwrite@lowcountry.com>

## Send ad materials to:

Attn: Toni Nix, Just Right Group, LLC

398 Crab Apple Lane, Ridgeville, SC 29472

## Publisher:

A. Bruce Strauch

## Send correspondence, press releases, etc., to:

Katina Strauch, Editor, *Against the Grain, LLC*,

209 Richardson Ave., MSC 98, The Citadel,

Charleston, SC 29409. phone: 843-723-3536,

fax: 843-805-7918. <kstrauch@comcast.net>

*Against the Grain* is indexed in *Library Literature, LISA, Ingenta*, and *The Informed Librarian*.

Authors' opinions are to be regarded as their own. All rights reserved. Printed in the United States of America. This issue was produced on a Power Mac G4 using Microsoft Word, and Adobe CS2 Premium software under Mac OS X Tiger.

*Against the Grain* is copyright ©2009

by Katina Strauch



# AGAINST THE GRAIN

## TABLE OF CONTENTS

v.21 #6 December 2009 - January 2010 © Katina Strauch

## ISSUES, NEWS, & GOINGS ON

Rumors.....	1	Letters to the Editor.....	6
From Your Editor.....	6	Deadlines.....	6

## FEATURES

Pay-Per-View: Alternative or a Necessity in Today's Economy

Guest Editor, Beth Bernhardt

### Pay-Per-View: Alternative or a Necessity in Today's Economy ..... 1

by **Beth Bernhardt** — *Did you know that back in 2002 at the Charleston Conference, Beth talked about UNC Greensboro being one of the first schools to set up pay-per-view to provide access to articles from unsubscribed journals?*

### Forcing the Moment to Its Crisis: Thoughts on Pay-Per-View and the Perpetual Access Ideal ..... 14

by **Patrick L. Carr** — *Budget cuts are forcing librarians to make painful decisions, and, in this context, it seems sensible to explore all avenues for reducing e-resource costs without reducing access – including those that are at odds with the perpetual access ideal.*

### Getting Our Feet Wet: One Library's Experience with Transactional Access ..... 16

by **Ryan Weir and Ashley Ireland** — *In 2005, following years of passive-reallocation of one-time purchase funds to serial holdings funds, Murray State University Libraries was forced to dramatically cut its journal holdings.*

### Pay-Per-Use Article Delivery at the University of Wisconsin-Stevens Point ..20

by **Mindy King** and **Aaron Nichols** — *There are an alarming number of journal titles that are rarely used and cost a fortune. This is where pay-per-use comes in handy.*

### Pay-Per-View at the American Institute of Physics: One Scholarly Publisher's Experience with "The Article Economy" ..... 26

by **Douglas LaFrenier** — *AIP, as it happens, was one of the first two publishers to enable anyone with a credit card to buy any article online, back in April 1998.*

### Op Ed ..... 32

**IMHBCO (In My Humble But Correct Opinion) – Academic Libraries and the "Arming America" Problem: A Response to Steve McKinzie** by **Rick Anderson** — *This article is followed up with A Reponse from Steve McKinzie as well.*

### Back Talk ..... 86

**I Am An Inculte!** by **Tony Ferguson** — *In this issue Tony talks about his experience at the Frankfurt Book Fair back in October.*

## ATG INTERVIEWS

<b>Lotfi Belkhir</b> .....	34	<b>Mark Kendall</b> .....	40
by <b>Martha Whittaker</b>		by <b>Katina Strauch</b>	
<b>George Machovec</b> .....	38	<b>Publisher Profile</b> .....	48
by <b>Dennis Brunning</b>		<b>World Scientific</b>	

## PROFILES ENCOURAGED

<b>Ashley Ireland</b> .....	10	<b>Aaron F. Nichols</b> .....	28
<b>Ryan Weir</b> .....	18	<b>Douglas LaFrenier</b> .....	30
<b>Mindy King</b> .....	26	<b>Jesse Holden</b> .....	78

## REVIEWS

<b>From the Reference Desk</b> .....	42	<b>Book Reviews</b> .....	46
<b>Reviews of Reference Titles</b> by <b>Tom Gilson</b> — <i>This month two of Tom's reviews include the Encyclopedia of Human Relationships and the Encyclopedia of Medical Decision Making.</i>		<b>Monographic Musings</b> by <b>Deb Vaughn</b> — <i>To shelve or not to shelve? This month, read about management issues regarding library shelves.</i>	

## LEGAL ISSUES

Edited by Bryan Carson, Bruce Strauch, and Jack Montgomery

<b>Legally Speaking</b> .....	50	<b>Questions and Answers</b> .....	53
<b>Legal Implications of Reference Books for Publishers and Consumers</b> by <b>Bryan M. Carson</b> — <i>The existence of errors in reference books brings up a number of legal issues.</i>		<b>Copyright Column</b> by <b>Laura Gasaway</b> — <i>What criteria are used to determine whether an organization is a nonprofit educational institution as part of the fair use exception? Lolly tells us!</i>	

# ALA MIDWINTER ISSUE

## PUBLISHING

- Biz of Acq** ..... 54  
**Things to Consider When Planning Section Programming** by Sylvia McAphee — *It is more than likely that an acquisitions librarian will have the opportunity to plan a program for a section of a national library association during the course of his/her career, but few have experience or background in doing this.*
- From the University Press** ..... 56  
**Google 2.0: Still a Mixed Blessing?** by Sanford G. Thatcher — *Sandy provides us with more details on the Google Settlement.*
- Group Therapy** ..... 59  
**A Case of Discredited Research** by Jack Montgomery — *More opinions from librarians about the Arming America problem.*
- Booklover** ..... 62  
**Bridges** by Donna Jacobs

- @Bunning: People & Technology** .... 63  
**At the only Edge that Means Anything/How We Understand What We Do** by Dennis Brunning — *Keywords 2009—Essential Terms and Concepts for the Forward Zeitgeist...*
- 590: Local Notes** ..... 64  
**Underfunded Archives and Frayed External Relations: May be the Signs of a Rare and Serious Budgetary Side Effect.** by Steve McKinzie — *Are there things you shouldn't do in a budget crisis?*
- And They Were There** ..... 68  
**Reports of Meetings** — *In this issue you will find the final installment of reports from the 2008 Charleston Conference by Ramune Kubilius and her crack team of reporters. Watch for 2009 Charleston Conference reports to begin in our next issue.*

## BOOKSELLING AND VENDING

- Under the Hood** ..... 12  
**Viel Danke** by Xan Arch — *This one's about Xan's internship at Harrassowitz and Casalini this past summer.*
- Something To Think About** ..... 46  
**Power Weeding!** by Tinker Massey — *What is power weeding at its finest? Mary keeps us thinking about more creative solutions.*
- Issues in Vendor/Library Relations...73**  
**Blackwell's** by Bob Nardini — *Bob talks about the Blackwell's business which goes back to 1879.*

- As I See It** ..... 74  
**Impact Factors and Usage Factors: Testing Alternative Metrics** by John Cox — *In 2007 the UKSG funded a project to assess the feasibility of developing a Journal Usage Factor (JUF): a simple metric that itself would be a ratio of usage measured against the number of articles published in a given period.*
- Acquisitions Archaeology** ..... 77  
**Valuing Anxiety** by Jesse Holden — *With many libraries facing severe budget reductions, calculating value is perhaps an even more essential function than ever before.*

## INTERNATIONAL DATELINE

- The PIRUS Project: Developing a Standard for Recording and Reporting Usage at the Individual Article Level** ..... 82  
by Peter T. Shepherd — *The original PIRUS project, funded by JISC, and completed in January 2009 (3) demonstrated that it is technically feasible to create, record and consolidate usage statistics for individual articles using data from repositories and publishers, despite the diversity of organizational and technical environments in which they operate.*

## TECHNOLOGY AND STANDARDS

- I Hear the Train A Comin'** ..... 66  
**A Postcard from Charleston** by Greg Tananbaum — *Greg talks about his live version of this column at the 2009 Charleston Conference.*
- Technology Left Behind** ..... 76  
**DeepDyving into Journal Article Rental** by Cris Ferguson — *DeepDyve is really two tools in one, both an A&I database, indexing content from a wide variety of publishers, and a journal article rental service, enabling users to obtain access to the articles found via the index.*
- Wandering the Web** ..... 80  
**Pop Culture Websites** by Maureen Cropper
- Pelikan's Antidisambiguation** ..... 83  
**What fools these mortals be!** by Michael P. Pelikan — *Authorship is Dead, Publishing is Dead, Reading is Dead! Baloney! says Michael.*
- Standards Column** ..... 84  
**Journal Article Supplementary Materials: A Pandora's Box of Issues Needing Best Practices** by Todd Carpenter — *Publication oddities have always presented problems for traditional publishing structures. They are now appearing with increasing frequency and can no longer be managed on a case-by-case basis.*

## ETC.

- Charleston Conference Future Dates** ..... 12  
*Want dates? We have them. Future Conference dates through 2015 can be found here!*

*"Linking Publishers, Vendors and Librarians"*



**Against the Grain**

### Uncommon ...

*Against the Grain* is your key to the latest news about libraries, publishers, book jobbers, and subscription agents. *ATG* is a unique collection of reports on the issues, literature, and people that impact the world of books, journals, and electronic information.

### Unconventional ..

*ATG* is published six times a year, in February, April, June, September, November, and December/January. A six issue subscription is available for only \$50 U.S. (\$60 Canada, \$85 foreign), making it an uncommonly good buy for all that it covers. Make checks payable to *Against the Grain, LLC* and mail to:

**Katina Strauch**  
209 Richardson Avenue  
MSC 98, The Citadel  
Charleston, SC 29409

*\*Wire transfers are available, email <kstrauch@comcast.net> for details and instructions.*

Name	Address	City	State	Zip
			Phone	
			Company	
			Email	