

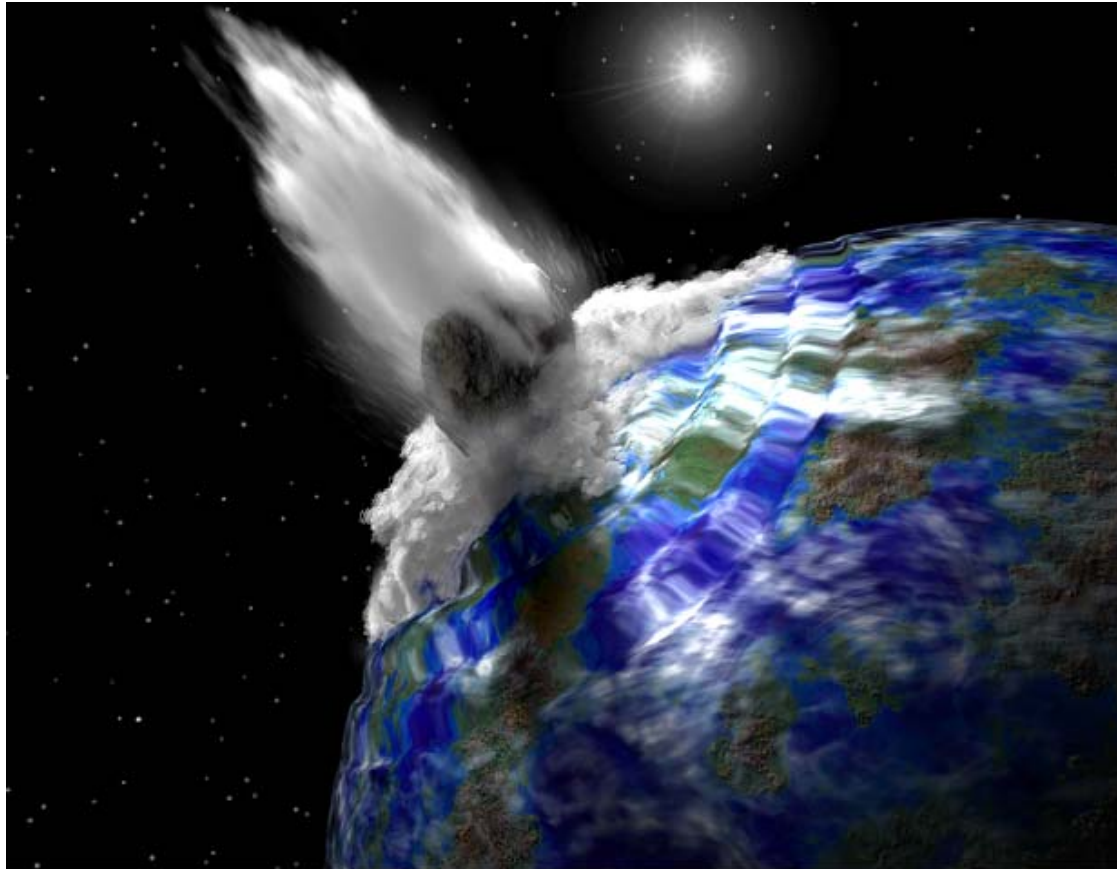
What I learned/relearned at the 13th Fiesole Collection Development Retreat

Tony Ferguson

Recently Retired HKU Librarian

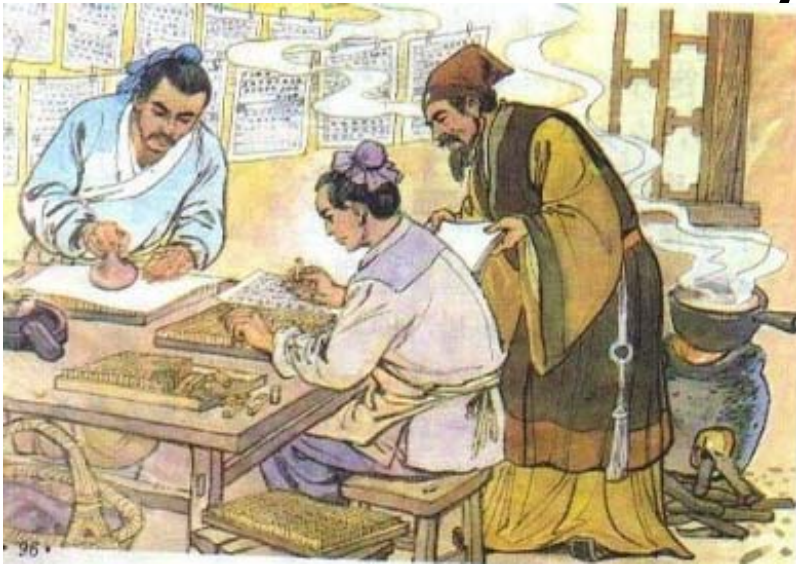
(unemployed) Academic Library/Information
Consultant

Like the effects of the Big Bang upon dinosaurs, the invention of the Web has Changed Everything in our business



In the past print publishing was about registering findings; peer review was about deciding what was good; it was how science was disseminated. That has all changed.

Like the Invention of Printing In China and Germany, the Web has Changed Everything



1992 Version of this lesson:

In 1992, George Bush Sr. was thought to win the presidential election because he was credited with winning the Cold War and the Persian Gulf War. Yet, this slogan helped defeat Bush.



Bush forgot, Bush lost

**St. Petersburg
message not to
forget:**

For authors,
publishers, vendors
and librarians: The
Web is the new
reality. Any
attempt to defend
the past, defend
old ways of doing
things is doomed.



If we forget, we will lose

Consequences Discussed



- Whole copyright thing has been disrupted
- New eco system in which Open Access movement can thrive
- New ecosystem in which value of publishers, vendors and librarians has been diminished
- Publishers need to find new business models & librarians must change to survive
- Everyone is going digital

X



The
Genie is
out of the
bottle,
we can't
stuff it
back



Genie out of the bottle



But how meaningful is copyright in the Web world? How meaningful is it in a world where only thousands of publishers and librarians pay attention to copyright & millions do not?

- Open Access
 - Copyright Clearance Center and Rights Direct. Provides services to those who want legally/easily reuse information.
 - Russia has created a government agency to manage intellectual property right problems.
 - Libraries in behalf of readers spend 26 billion Euros a year on content and so they have a right to say something about copyright.
 - Libraries increasingly rely upon contracts/licenses to manage use.
 - Attempts to use copyright to stuff the genie back into the bottle will fail.

We all must change to survive



Libraries have long been seen as the Black Hole of the university budget. Now, if their expensive resources, staffs, and services are used less and less, what must we do?

- Diminishing value of publishers, vendors and librarians
- Publishing has always been about certification for tenure – in OA world, in IR world, will there be a less costly way to achieve this?
- OCLC study has shown that only about 2% of students start with expensive library resources.
- Circulation and body count are both down – we increasingly focus on making libraries the best place on campus to study.

E Publishing is Flourishing everywhere



E Publishing in China is on Fire

- E Publishing is flourishing
 - China. By 2013 China will out produce the US in scientific discovery. 600,000 newly published ebooks, 3-5 million reformatted ebooks (TF)
 - The fall of the Soviet regime had an enormous impact on publishing in Russia but it is reviving.
 - In Poland perhaps only 100,000 people reading ebooks but the number is growing rapidly. Gray publishing enormous.
 - New efforts to resurrect the value of microfilm by linking electronic metadata to film images.

OA will triumph



Can Open Access fail in a world in which the millions of pages contributed to the web are done with no thought of financial reward?

- **Open Access**
 - **OA isn't to save money or to destroy traditional publishing.**
 - **OA is to enhance access, increase the impact of research.**
 - **Lots of progress in the Netherlands: Basics of green and gold OA explained.**
 - **Sweden's National Library taking the lead to good affect, they have caught the vision and want to make Swedish research known.**
 - **Springer knows they must change and are using various OA flavors.**
 - **IR's appear to be growing world wide.**
 - **(HKU is a Springer blended experimental site and our faculty members have embraced it too much for Springer's tastes.)**



To win, we need to put the genie to work for us.

- Libraries need to achieve volitional dependency. We need to depend upon each other. If we share our digital products we can achieve rich collections un-thought of before.
- **WEBSCALE** is the new truth.
- In our rush to save money we have downsized so much that we must work creatively to muscle up again.
- Crowdsourcing can be used (TF)
- We need to work smarter than before by building collections on the basis of need, not just in case.
- Our goal is to link readers and needed information, not just deliver books and other forms of content.



- Need to do new cool things taking advantage of the WEB
 - Using CREDO/3rd party intervention to get readers to use our expensive electronic resources.
 - Other, other

When times are tough, we need to
work together.



Images

- **A Lesson Well Learned: It's The Economy, Stupid.**
<http://midfield.wordpress.com/2010/07/29/a-lesson-well-learned-its-the-economy-stupid/>
- **We Are all Cause Marketers.**
http://www.google.com.hk/imglanding?q=genie+out+of+the+bottle&um=1&hl=en&sa=N&rlz=1T4SUNA_zh-TWHK249HK257&tbm=isch&tbnid=zdQRIDxF6vEL9M:&imgrefurl=http://causerelatedmarketing.blogspot.com/2010/07/were-all-cause-marketers-now.html&imgurl=http://4.bp.blogspot.com/_TtHJo9yYX8A/TD072BqMuCI/AAAAAAAAABH8/g5w_pOPfqDs/s1600/Genie%252BOut%252Bof%252Bthe%252BBottle.gif&w=300&h=400&ei=LzHMTYuhJoqfOoXMgb4G&zoom=1&iact=hc&page=1&tbnh=164&tbnw=123&start=0&ndsp=18&ved=1t:429,r:5,s:0&biw=1280&bih=629

China moveable type printing

<http://wattmark.com/About.asp?322.html>

Renaissance Connection, Innovations 1400-2020. (Gutenberg)

http://www.google.com/imgres?imgurl=http://www.renaissanceconnection.org/images/time_printingpress.jpg&imgrefurl=http://www.renaissanceconnection.org/innovations_science.html&usg=__zmf_p_VSDZKTTp_7ahxcLvEAPD3A=&h=289&w=350&sz=39&hl=zh-TW&start=40&sig2=bFSpxf_J8rXjuLgMmMGTJw&zoom=1&tbnid=eCDpqmh0B27_kM:&tbnh=138&tbnw=177&ei=wKPMTbvdOYe38gP3t_TDBQ&prev=/search%3Fq%3Dgutenberg%2Bmoveable%2Btype%2Bprinting%26um%3D1%26hl%3Dzh-TW%26sa%3DN%26rlz%3D1T4SUNA_zh-TWHK249HK257%26biw%3D1255%26bih%3D625%26tbnid%3Dsch0%2C1250&um=1&itbs=1&iact=hc&vpx=131&vpy=170&dur=75&hovh=204&hovw=247&tx=187&ty=97&page=3&ndsp=19&ved=1t:429,r:13,s:40&biw=1255&bih=625

Updike's Dinosaurs. <http://thomasfortenberry.net/?p=2203>

Tough Times. http://www.travelpod.com/travel-photo/indianature/3/1265641523/1_gustavia-superba.jpg/tpod.html

Big Bang Cold Case Reopened.

http://www.google.com/imgres?imgurl=http://ranknews.files.wordpress.com/2010/07/meteor20strikeuz7.jpg&imgrefurl=http://ranknews.wordpress.com/2010/07/15/big-bang-cold-case-reopened/&usg=__vGTBjHhj-nCLnauKBCLfEGRITa0=&h=768&w=1024&sz=449&hl=zh-TW&start=58&sig2=750OTRuf7ifFraP-Xfg8aQ&zoom=1&tbnid=9lr1k4EGEeCSLM:&tbnh=138&tbnw=186&ei=K53MTbyvFNGu8QPem8DPBQ&prev=/search%3Fq%3Dbig%2Bbang%2Bscience%2Bdinosaur%26um%3D1%26hl%3Dzh-TW%26rlz%3D1W1SUNA_zh-TW%26biw%3D1255%26bih%3D625%26tbn%3Disch0%2C1486&um=1&itbs=1&iact=hc&vpx=130&vpy=312&dur=86&hovh=194&hovw=259&tx=180&ty=160&page=4&ndsp=18&ved=1t:429,r:12,s:58&biw=1255&bih=625