

## ABSTRACTS OF PAPERS

### Plenary Session 1

#### **British Library strategic developments**

*Lynne Brindley, The British Library*

This talk will provide an overview of recent strategic developments at the British Library, highlighting the external factors which have influenced the shaping of the strategy and outlining the key strategic themes for the Library. The presentation will focus in more detail on the BL's role in relation to serials collecting, long-term preservation and archiving, rights management and document supply in an electronic world.

#### **E-content in the OCLC Global Library Co-operative**

*Jay Jordan, OCLC Online Computer Library Center*

In the next stage of the digital library, co-operation will be more important than ever. The author reports on projects under way at OCLC, the world's largest library co-operative, to help institutions manage their e-content - from e-journals to e-books to emerging collections of digital objects. WorldCat, co-operatively built and maintained by OCLC and its member libraries, is being transformed from a bibliographic database to a knowledge hub that will help people identify and connect diverse content in a networked world. Emerging standards, new linking tools, and new techniques for harvesting metadata are among the topics explored.

#### **Developing the digital library: aggregation, nimbleness and the collaboration imperative**

*David Seaman, Digital Library Federation*

Of all the issues facing the digital library, the problems arising from the isolated 'data silos' are among the most frustrating. The myriad unco-ordinated services, aggregations, and publisher sites that contain electronic journals greatly complicate the user's ability to locate and work with this material, and thwart the librarian's desire to craft local services on top of the commercial data repositories. Integration of e-journal articles into courseware systems is particularly challenging. We need to exploit existing data and metadata standards to move us all on to richer, easier integration and nimbleness of material across repositories: innovative users need innovative content that fosters discovery, engagement, experiment, and re-use.

### Plenary Session 2

#### **Scholarly communication in the 21<sup>st</sup> century – the impact of new technologies and models**

*David C Prosser, SPARC Europe*

Over the past thirty years there has been growing dissatisfaction with the current model of scholarly communication. Libraries could afford to subscribe to fewer and fewer journals and researchers lost access to the literature they needed to work effectively. New technology (in particular the coming of the internet) allows us to revise or to reinvent scholarly communication. This talk will discuss the new models that are taking advantage of the new technology and describe a possible future for scholarly communications.

## **RSLG – whither research libraries?**

*Tom Graham, CURL/University of Newcastle upon Tyne*

The Report from the RSLG was published earlier this year, and is now being considered by its sponsors. It proposes a dramatic change in the landscape of research information provision, involving a nationally-managed approach to provision of both printed and electronic resources. This paper will review the Report and its implications for the research library world in the UK, taking into account what is known at this stage about responses from the various stakeholders.

## **Plenary Session 3**

### **Information industry developments**

*Mark Rowse, Ingenta plc*

Every major technology leap in the information industry has been accompanied by the expectation that it would profoundly alter the fundamental processes of research creation and consumption. A pattern can be detected in such shifts indicating that, while the participants in the process may be forced to change their behaviour, the end result may not be all that different. The evolutionary process of the information industry involves development through three distinct phases. We are still some way off the third and final phase of the current evolution, and as we approach it many industry participants will be forced to re-think their roles if they are to continue to add value.

### **Vendors: extinction or reincarnation?**

*John Cox, John Cox Associates*

The advent of online journal publishing and the formation of library purchasing consortia have transformed the supply chain from author, via publisher and library, to reader. Caught in the middle is the subscription agent. This presentation examines what is required of today's vendor, and how the subscription agent's traditional transaction processing and customer support activities have to change to meet the needs of the new environment. It reviews the process of concentration of subscription services into fewer hands and the emergence of new intermediaries. It considers the strengths and weaknesses of the subscription agent, and the threat to an orderly supply chain that potentially puts small publishers at a disadvantage. It concludes with some predictions about the future.

### **How I learned to stop worrying and give up serial check-in**

*Rick Anderson, University of Nevada, Reno*

What is the purpose of serial check-in? Obviously, it provides a way to track and respond to publication delays, title changes, and frequency changes, and a way to manage claiming and binding. A more difficult question is whether these functions actually have a meaningful impact on library patrons' ability to access serial content. Another difficult question is why, if check-in is so important, we only do it for print materials. The Dean of Libraries at the University of Nevada, Reno, posed just these questions to the Serials Department and, after the initial shock wore off, the department agreed to experiment with eliminating the check-in process and reallocating its scarce staff time to other, more important tasks. This paper will explain what was done, why it worked, and why all libraries should consider doing the same.

## **Concurrent Session 1**

### **Moving from print to electronic: a survival guide for Greek academic libraries**

*Claudine Xenidou-Dervou, Aristotle University of Thessaloniki*

Starting on 1 January 2003, all members of HEAL-Link (Hellenic Academic Libraries Link), namely, all academic and most research libraries in Greece, cancelled all their print subscriptions to 13 major publishers, replacing them with e-only access. HEAL-Link was established in 1998 as part of a greater project funded by the Ministry of Education and by EU structural funds. With the aim to revive the slow fading away of Greek academic libraries due to lack of adequate budgets, HEAL-Link not only managed to survive the termination of its funding in 2002 but has expanded the electronic resources it offers to its members.

### **E-journal pricing – still in the melting pot – let us count the ways**

*Tina Feick, Swets Blackwell, Inc.*

Publishers continue to experiment with electronic journal pricing looking for models that will meet the needs of the various library markets and provide the desired economic return on investment. Based on a recent March 2003 publisher survey, the current pricing options will be illustrated along with the resulting implications for the industry. Consideration will also be given to consortia electronic package deals and e-management companies. How do these pricing options challenge libraries' budgets, publishers' administrative costs, and subscription agents' service offerings? The serials industry is certainly being redefined by the electronic journal format. Come and discuss/create the electronic future.

### **The aggravation of aggregation?**

*Jonathan Eaton, London Business School*

Aggregating services – providing a single point of access to subject-specific databases comprising many different journals and magazine sources in full-text and/or document image formats – have long been a cornerstone of libraries' electronic services. Important productivity and service benefits derive from this model of single contract, invoice, and system user interface. However, such stability and continuity so highly regarded by library and information managers in assuring their customer service models, have recently been undermined by apparently fundamental structural changes in the 'supply chain'.

Aggregators now compete with each other to sign up publishers' journal content in 'content-exclusive' deals, meaning that key journals are no longer offered to the widest range of suppliers, as was the case only a few years ago. Publishers are increasingly providing only embargoed content to aggregators, reserving current volume/issue access rights to the 'free-with-print' subscription model, which mandates use of journal gateway or subscription agent services or even the publishers' own journal access system. Instead of stability, we have come to experience 'market churn' as aggregators successively either acquire new publisher deals, or lose previously held full-text content rights. This paper aims to explore these issues and to analyse their underlying causes, from a range of stakeholder perspectives.

## Concurrent Session 2

### The virtual world beyond academia (panel session)

#### **Collaboration between publishers and The British Library on legal deposit, licences and copyright**

*David Brown, The British Library*

The British Library is taking a positive role in expanding and improving on its relations with the publishing community. Gone are the days when such relationships were soured by bitter disputes over interpretations of copyright, fair dealing and document delivery and, whilst not all the gremlins have been dispersed, there is now a much clearer understanding of each other's role and position, and a more harmonious collaboration has been in evidence in such matters as the voluntary deposit of electronic media, secure electronic document delivery, etc. Regular meetings take place between the British Library senior staff and leading members of the UK publishing community. Licensing of publishers' electronic publications has become a significant operational activity with the British Library. These various initiatives will be outlined in the presentation.

#### **E-only: an opportunity for publishers?**

*Aly Bowman, Blackwell Publishing Ltd*

The pharmaceutical industry drives its strong growth by excellent marketing backed by huge budgets. They can quickly establish new drugs, displacing older products and sometimes creating whole new markets. They use every available medium to get their message across to their customers, from advertising to supplements and peer-reviewed articles to lay press coverage. Today much of this message is delivered on paper in journals arriving in the post and reprints delivered from the representative's hand. But, what of tomorrow? Will the marketing power of the pharmaceutical industry drive up demand for electronic delivery of content to such an extent that they change the habits of their customers? Is this an opportunity or a threat?

#### **E-only in the corporate sector**

*Mick Archer, AstraZeneca R&D Charnwood*

One of the strategies for AstraZeneca Information Science & Library is to develop a virtual library for the company. This e-only future has advantages for the company, librarians and patrons, by making content available which is integrated with the business processes and easier to manage. There are also issues such as differing uses of print and electronic content, archiving, change procedures and whether the content is the same in paper as online. The difference between electronic and paper copyright hinders the move to e-only, particularly for the pharmaceutical industry, and it is important that this is harmonised soon. Then of course if we have no paper what do we do with the space in the library! This paper will raise the issues and ask some questions without necessarily giving the answers.

## Plenary Session 4

#### **The economics of the distribution of research findings – what changes lie ahead?**

*Maurice Long, Consultant to the BMJ Publishing Group*

Far from stabilising, the technical and commercial environment in which scientific and academic research is communicated seems to be growing more volatile. The issues are often as much philosophical as business related. As we try to imagine how the economics and 'physics' of research publishing might work for the next five to ten years, what conclusions can we draw from the pointers we can find in the brief history of science publishing since 1980? Can scientific authors, librarians, publishers and readers have any real influence in shaping the process of science communication, or will political, economic and technological forces determine the future?

#### **Is publicly financed research public knowledge?**

*Jan Velterop, BioMed Central Ltd*

It can be argued that society pays twice for scientific information: once for the research, and then again for the write-up of that research. Research articles are the public record of research that has taken place - the 'minutes of science', as it were. Without these 'minutes', the research is not deemed to have taken place. Writing and making public these 'minutes' ought to be seen as part of the research itself. Many eminent scientists and research funding bodies around the world share the view that research should be freely available. A few quotes:

Scott Gibbens from the NHS said earlier this year: *"If someone from the NHS writes an article and publishes it in, say, The Lancet, our researchers then have to pay to access that article. The NHS will potentially pay many times to access research that it has funded and produced. We want our research to be freely available, to our researchers, and to everyone else."*

Pat Brown, a leading researcher working at Stanford University, believes that: *"When a woman learns she has breast cancer, she deserves to be able to read the results of research on her treatment options that her own [taxes] have funded. A physician in a public clinic in Uganda ought to have the same access to the latest discoveries about AIDS prevention as a professor at Harvard Medical School."* The discussion is clearly taking place, but BioMed Central is already 'walking' the talk.

## **Plenary Session 5**

### **Digital journal use: impact of 'Big Deals' and other economic models**

*David Nicholas, City University*

Employing deep log analysis and adopting a strong consumer perspective, the paper examines the information-seeking behaviour of digital journal library users. In particular the impact of "Big Deal" agreements, and other payment models, on patterns of information seeking are investigated. Large differences in behaviour are identified, and often in quite unexpected ways. The real surprise proved to be the strong consumer traits of the digital library users. Amongst the information characteristics examined are 'busyness', repeat use, type of content viewed, number of journals consulted, subject and journal preferences and date range of searches.

### **Striking a balance – digital resources and strategy development at the National Library of Scotland**

*Martyn Wade, National Library of Scotland*

The National Library of Scotland faces an unprecedented period of challenge and opportunity as it moves into the 21<sup>st</sup> century. A new strategy is being developed that will enable the Library to address the important agendas of lifelong learning, widening access, and a social and digital conclusion in a devolved country with an increasingly distinctive agenda, whilst ensuring its collections reflect the ever widening ways in which knowledge is recorded. To ensure the National Library proactively responds to these challenges and opportunities this new strategy must strike a balance. We must maintain our traditional and historic collections, whilst ensuring we both exploit digital opportunities for widening access, and collect and preserve the new electronic publications so that we can continue to meet the developing needs of Scotland and its people.