

## **ABSTRACTS OF PAPERS**

### **Plenary Session 1**

#### **The role of libraries in the knowledge economy**

*Helen Hayes, University of Edinburgh*

The roles of library staff are changing at an unprecedented pace, driven by the need to manage knowledge and information more effectively. In common with other organisations higher education institutions need to use the skills of their knowledge workers to increase the value of research, learning and teaching.

#### **The dynamics of the publishing industry - the secret life of STM publishing**

*René Olivieri, Blackwell Publishing Ltd*

In the press you read financial reports on some of the companies you buy journals from. You see them being bought and sold; you are told that further consolidation is inevitable, driven by technological change, the hunt for economies of scale and the globalisation of scientific research. Recently, new financial investors have entered the publishing business. In this presentation I try to separate the hype from the reality and explain what is motivating all this activity. But I will also give voice to the silent majority of publishers in the industry, those who are small, stable, and motivated by more than the search for greater profits. This is the world of the learned and professional society. How are these organisations different from and similar to the large commercial publishers? What specifically do they do and where does publishing fit into their overall mission? How are they responding to changing market dynamics and the looming prospect of open access?

### **Plenary Session 2**

#### **Radical change by traditional means: deep resource sharing by the University of California Libraries**

*Gary S Lawrence, University of California, Office of the President*

For more than 25 years, the University of California Libraries, comprising nine campus libraries of great distinction, have together addressed the challenges of maintaining the breadth and depth of their collections and the quality and relevance of their services in the face of the increasing cost and rising output of scholarly information and accelerating change in information technology. UC's techniques are similar to those that have been used by many other libraries: resource sharing to extend the reach of locally held collections and collaborative development of facilities and services to leverage technology and resources. However, the systematic and ongoing execution of these strategies over a quarter-century has led to development of a library system that is (a) highly leveraged – by acting collectively, we have avoided costs approximating \$70 million per year – and (b) highly interdependent – when one library catches cold, the entire system sneezes. This environment raises new and challenging issues that are perhaps best understood and most clearly illustrated in the realm of serials, where the libraries are addressing the problem of collective planning and decision-making for an increasingly complex environment of intricately-related print and digital products.

## **The future ain't what it used to be**

*Bruce Heterick, JSTOR*

The proliferation of electronic resources has had a significant impact on the way the academic community uses, stores, and preserves information. In an effort to more fully understand how this technology is affecting the behaviours and attitudes of academic professionals, Ithaka conducted an anonymous survey of faculty at higher education institutions in the United States in late 2003. This was a follow-up to a similar survey conducted by JSTOR in late 2000. The main objectives of both studies were (1) to find out how US academics perceive and use electronic resources for research, (2) to learn about their attitudes regarding the current and future impact of technology on their use of the library, and (3) to gain insight into their awareness of issues related to archiving. With support from the Andrew W Mellon Foundation, Ithaka (like JSTOR previously) retained Odyssey, a market research firm based in San Francisco, to conduct the study. The data for the study were gathered from responses to a detailed questionnaire mailed to over 44,000 randomly selected faculty in the United States. More than 7,400 faculty completed and returned the survey. During this presentation, the findings from the most recent survey will be outlined and compared to the results from the 2000 study. Evolving trends will be highlighted and the potential impacts that those trends might have on academic libraries will be discussed.

## **Plenary Session 3**

### **Open access: look both ways before crossing**

*Hugh Look, Rightscom Ltd*

Open access is the most complex and most dramatic issue facing journals publishers, researchers and librarians today. The debate is sometimes confused, and often contentious. This talk aims to provide a dispassionate, unpolemical approach to some of the key issues, and to consider some of the implications for the different participants in the process of scientific communication. There are now over 700 open access journals: are these the first sign of a classic case of 'disruptive innovation', and how might they change the journals landscape for good or ill?

### **Launching PLoS Biology – six months in the open**

*Nick Twyman, Public Library of Science*

PLoS Biology is the first open access journal from the Public Library of Science (PLoS). We review, briefly, some of the history leading up to the decision to launch the journal and discuss the first six months of publication: the challenges of launching a new journal, the details of making it work, and the reactions to it, from both inside and outside the publishing world. Finally, we look a little at the future for PLoS, plans for other journals and some of the opportunities that open access promises to open up.

### **A sceptic's view of open access**

*Michael J Held, The Rockefeller University Press*

When Representative Martin Sabo introduced the Public Access to Science Act to Congress, he pushed us towards a new business model that was somewhat unitary in form, as opposed to the multi-party publishing scene currently in place. I will address several aspects of the problem of open access as I see it relating to this Act. On the one hand, I represent a non-profit university press that is sceptical of the ability of open access proponents to succeed on an 'author pays' model. On the other hand, non-profits represent a middle ground in which, free from the profit motive, alternative models can be explored.

## **Concurrent Session 1**

### **The impact of RAE on serial publication**

*Judith Elkin, University College Worcester*

The Research Assessment Exercise (RAE) has had a huge impact on universities in the UK. Academic staff research output appears to be the key driver in personal and institutional status and survival because significant, and increasingly selective, funding flows from the results of the RAE. This affects funding for the following five to six years and departments and individuals can rise or fall as a result of a good or bad rating. Inevitably this has had a major impact on both the drive to publish and on the quality of publications. This paper will focus on the impact on serial publications, taken from the personal viewpoint of the Chair of the 2001 RAE Panel 61: Library and Information Management. It will look in some detail at how quality has been challenged by the pressure on academics to publish and how this appears to have affected the quality of journal publication. The presenter will explore, in discussion, the implications for serial publication for the future.

### **What comes after certainty? Research libraries and the changing information environment**

*Bill Simpson, John Rylands University Library of Manchester*

New teaching and research structures, new funding models and alternative means of publication and dissemination, set against the backdrop of rising demand for services and an ongoing war of attrition with some publishers, provide a series of challenges and opportunities that will test all of us over the next few years. Because of the multi-faceted nature of research libraries they are likely to be faced with many issues simultaneously and, in the case of Manchester, the merger of the John Rylands University Library and the libraries of UMIST and the Manchester Business School will mean that the changes are influenced by internal as well as external factors. Bill Simpson's paper will identify and discuss those factors in the light of his experience at Manchester and elsewhere and suggest ways in which we can influence and control what happens rather than simply responding to circumstances.

## **Concurrent Session 2**

### **The Virtual Library: concept and reality**

*Carolyn Squire, GlaxoSmithKline*

GlaxoSmithKline began implementing its virtual library strategy - Enhancing Access to Published Information - in August 2003. This means that literature will be made available to GSK staff electronically, rather than in print format, wherever possible. As a consequence, all 14 R&D physical libraries were closed at the end of 2003. Print collections required for document delivery purposes were consolidated and transferred to two new document delivery centres, one in the UK and one in the US. This paper gives an overview of the various drivers pushing the strategy forward, how the virtual library was implemented and the implications for the information department, customers and vendors.

### **E-commerce in the library**

*Christann D Burke, EBSCO Information Services*

This presentation will explore e-commerce - with its multitude of definitions, concepts and practices - and how this business practice relates to the library in recent history. From patron services to electronic payments, e-commerce can impact many different areas of the library. Find out how libraries are implementing various types of e-commerce initiatives. Implementation of electronic commerce brings change - sometimes dramatic - from other traditional models of doing business. Explore the benefits and costs associated with these changes in workflow, particularly within the framework of library acquisitions and serials. Learn how to work with library suppliers to understand the challenges and maximise the benefits of e-commerce for all concerned.

## **Plenary Session 4**

### **Digital Rights Management: preventing or enabling access?**

*Mark Bide, Rightscom Ltd*

DRM as it is currently conceived often appears to be designed simply to keep the world as it is, failing to take advantage of the opportunities that the network creates for 'frictionless' distribution. Is this an appropriate model for DRM or will it simply prove to have been a futile attempt to beat back an inevitable tide? Should we be preparing for a world where exploitation of digital content is uncontrolled and uncontrollable? Or should we be looking for an entirely different approach to managing digital rights?

### **The web has changed behind your back: beyond the Google effect**

*Geoffrey W Bilder, Ingenta*

Since the dot.com crash, the Internet has been out of the media spotlight, but this does not mean that Internet developments have come to a standstill. Indeed, there have recently emerged a series of trends and technologies that have already started to change profoundly the way in which end users explore and consume online resources. Many publishers have focused their worry on the rise of Google as a de facto gateway and arbiter of web content - indeed a small industry has emerged of consultants who purport to provide tools and advice on how to influence Google rankings. But Google is just a manifestation of a larger trend in the industry - one in which the pre-eminence of the 'site' is being challenged by 'services' - where content providers may ultimately lose control of their user interface and branding. Ironically, Google itself may have to worry about the same issues as publishers. The rise of web logs (blogs) and specialised clients for browsing syndicated content via RSS/RDF and OAI feeds may end up influencing Google's traffic patterns in as radical a fashion as Google has influenced traffic to individual publisher sites. In this presentation, I will discuss how various technologies, including blogs, RSS/RDF/OAI/ATOM aggregators, trust metrics, and the semantic web are already changing the way in which major sites like Google and Amazon are being used. I will also discuss how Google and Amazon have been responding to these changes and what their response may foreshadow for the online publishing world.

## **Plenary Session 5**

### **The Legal Deposit Libraries Act 2003**

*Clive D Field, The British Library*

The Legal Deposit Libraries Act 2003 is an historic milestone in the preservation of the UK published archive, making provision (by subsequent Regulations) for the extension of legal deposit to non-print materials. After a brief overview of the development of legal deposit in the UK since 1610, the process of build-up to legislative change during the years 1996-2002 is considered. The key stages of the parliamentary process in 2002-03, leading up to Royal Assent, are explained. The key provisions of the Act are summarised, and the steps towards implementation - through joint endeavour between Government, libraries and publishers - are described.

### **Organising the world's information**

*Cathy Gordon, Google*

Google's mission is 'to organize the world's information and make it universally accessible and useful'. This presentation will provide a brief history of Google, and how its mission focuses and drives the company's services to its users.