Liaisons lunch

Nov 5, 2008

1. **Environment**

Digital delivery is rapidly replacing print formats; both broad and deep; comparable to printing press

Broad: elections

2004 Facebook at Harvard; blogging immature; YouTube not born; no Internet fundraising

Fundraising: $600 M, small donations; demonstration of engaging nature of the Web, user comfort with their computers and web browsers; largely raised outside traditional structures; direct engagement in political process; Web presence stimulated high voter participation.

YouTube: anyone can publish; library function of preservation and access to historical records; on TV once, a few times, but YouTube does not push, it pulls, access it on individual terms, no limits. This is a wake up call to libraries.

Broad: scholarly communication; dating; shopping; genealogy; tickets; banking; games; Yelp (15M visitors/mo) – all depend on networked information, information accessed through computers hooked up to the Internet.

Deep: new technology does not comfortably coexist with the old; it is disruptive; it forces established institutions to change the way they do their work or they will have to close their doors.

Two examples of depth of change

Large issue of authority: Print authority is well established, developed over several centuries: can rely on publishers, reviewers, peer review; based on relative scarcity of information, limited number of participants; very difficult to distribute widely self-publications. Wikipedia; big audience, great first stop, reliable enough for lots of information needs; but lacks traditional filters. What to trust? APS allows a form of article to be posted to Wikipedia; bewildering mix of expertise behind the articles.

Open access: Web publishing opens the possibility of free access, no subscription entry fee. Money up front, free to access. NIH mandate, with embargo: 12 months is enough monopoly for publisher to make money from subscription. Also, Web publishing has a low enough overhead that an e-journal can operate without subscriptions, as a scholarly enterprise. Prof. Pigliucci and several other journals published by SBU faculty.

2. What is the role of academic libraries

Overall shift from ownership to access:

Almost complete separation of discovery and ownership: google world

searching no longer limited to what the library owns; can search most of the academic libraries on WorldCat 60M bib records

Recognize the arrival of computers as new shelves; disruptive in that space is fixed

Overall lib provides good access to electronic resources; provide good study spaces

Books: most problematic area for the library

> Provide borrowing for SUNY collection; it's better to have some access to more titles than easy access to fewer titles; loss of browsing; importance of self service ILL

> Current books: university presses will go electronic; need business model

Google books (long arguments): most resilient, deep cultural attachments

> Court case makes available 2M titles

> Highly searchable; no longer dependent on cataloging data but can search text as well