



Crafting Libraries in the New Millennium



Agenda

- Nature of the NexGen
- Libraries and Librarians
- Sample Fabrics
 - Desktop Delivery
 - vReference
 - Copyright, Ownership & Scholarly Publishing
 - Libraries and Computer Centres



Nature of the NexGen



State of the Union

- Pew Internet & American Life Project study
- Surveyed teens in Nov/Dec 2000
 - 94% used Internet for school research
 - 78% say Internet helps them do homework
- Primary source for recent school project
 - 71% used Internet, 24% used Library, 4% used both
 - 11% reported primary access from school



Pew Report

- “Students cite the ease and speed of online research as their main reasons for relying on the Web instead of the library.”
- “For instantaneous help with vexing homework, online teens at times turn to friends, classmates, and teachers via instant messages or email. Forty-one percent of online teens say they use those communication tools to contact teachers or classmates about schoolwork.”



Not Our Students, But...

- They will be ours in a few years
- Makes sense to have access, resources, tools at home
 - More convenient
 - Use them when want/need to
 - More efficient/effective use of some resources



Libraries and Librarians





tLibraries and nLibraries

- Traditional Library - *You-Come-To-Me*
 - Help provided only onsite
 - Assume motivated to learn Library skills
 - Provide complex array of tools and resources
- New Library - *Me-Come-To-You*
 - Help provided anytime, anywhere
 - Assume motivated to find something needed quick
 - Provide fewer resources and simple access tools



Evolution or Devolution?

- Traditional services will become increasingly marginalized for undergraduates in particular
- We must assume all students will have access from home and evolve services/resources to this model
- Libraries are the centres of excellence for the distribution and integration of info



Precepts

- Libraries relatively unchanged for centuries - until now...
- Rapid change in information culture requires some fundamental changes in the way we work and define ourselves
- In addition, Information as Substance is changing the rules of engagement
- New “libraries” are emerging



TLM

- Traditional Library Management
 - identify/describe problem
 - analyze all possible issues
 - identify solution that address all at once
 - implement the solution (or almost...)
 - cancel/start over again 'cause it ain't perfect
- Also known as “Just-Discuss-It” model



SLM

- Sys/Admin Library Management
 - identify/describe basic problem
 - craft a *seed solution* to get it started
 - monitor and modify the solution
 - describe and share the solution
 - solve the next problem
- Also known as “Just-Do-It” model...



Comments

- SLM model seems foreign and threatening
- Problems that arise when using this model seem to become reasons to stop (*I-Told-You-So Principle*) – However in programming they **feed** the process, leading to something that works - better code
- SLM also borrows some concepts from Do-It-Now-And-Apologize-Later school of thought



Sample Fabrics

Desktop Delivery



Challenges

- Current infrastructure is built to manage local physical collections
- Collections are increasingly remote
- Patrons want stuff on their desk – NOW and want their own “Library”
- Lousy infrastructure (e.g. standard PCs)



TLM Approach

- Have a Committee discuss all the issues and how the eJournals/eBooks future is so uncertain and we can't let our patrons down and we don't have the budget or trained staff...
- Wait and see – maintain the status quo
- Continue to spend enormous sums on print collection and infrastructure



SLM Approach

- Build task-oriented teams to address key issues now – with deliverables and timelines
- Make appropriate systems ubiquitous inside and outside the Library
- Webify **EVERYTHING**
- Make training a priority
 - Universities - 0-3% / Companies - 5-15%
- Integrate commercial services if it makes sense



UofW Weave

- Cancellation of Microform and Print when digital available somewhere
- Ensure equitable access
 - Desktops everywhere, Wireless, Print-on-Demand
 - Library promote new faculty systems/evergreening
- Formerly 20 CD DB's now 70+ Web DB's
- Move to JIT subscription model for budgeting
- vReference & MyLibrary development



Sample Fabrics

vReference



Challenges

- Reference stats dropping
- Reference collections increasingly ignored in favour of online
- Users doing more from home
- How do we provide them with Support/Reference/Literacy services?
- How do we staff such a service? Train staff? Determine validity of user?...



TLM Approach

- Wait for them to come to us
- Setup Email Reference 24 hr. response
- Put up with Computing Centre ban on Chat and instant messaging
- Wait to see what the University down the street does...



SLM Approach

- Recognize need for service
- Determine basic requirements
- Start with a basic service (e.g. simple for user and staff) that simulates traditional reference service
- Make available everywhere



UofW Weave

- Tested HumanClick software
 - Simple, quick to learn, cheap
 - Easier to move to more complex system
- Implemented despite reservations
- Installed button on all webpages and some web DB interfaces (WebSPIRS)
- Existing staff provide service
- Analyze logs, user survey



Sample Fabrics

Copyright, Ownership & Scholarly Publishing



The Achievement

- 2001 sees publication of the human genome (Feb - Science & Nature)
- Heralded as one of the greatest discoveries of modern science
- Will lead to new treatments for disease and other medical marvels



The Background

- 1995 saw the sequencing of genome of *Hemophilus influenzae*
- Causes ear and respiratory infections
- HGS company applied for patent...
 - not just for the genome
 - but also for the “computer-readable medium having recorded thereon the nucleotide sequence”



The Dilemma

- “Exclusive use” of genetic code...
- Patent also gives exclusive use of bits and bytes representing the genome
- Infringement would include any info storage, retrieval and analysis...
 - Including viewing patent itself
- Value of patent to public disappears – patent system no longer useful



Challenges

- Copyright law is supposed to protect against exploitation – NOT prevent fair use...
- We spend much time being careful with this issue
- Prefer to wait for someone to tell us what to do
- We create, they publish, we buy it back ??
- Universities do not push the envelope any more – we are too fearful of bad PR



Digital Environment

- New Digital Copyright legislation (e.g. Europe and US) is many times more restrictive
- Use in the digital world (regardless of type) is an act of copying
- Digital capabilities scare creators/legislators
- There is no longer a balance between freedom of expression/information & rights of the creator



Example of DE

- Efforts already in US to change © legislation to allow use of content in distance education (e.g. digital) courses
- New Digital Millennium Copyright Act makes this impossible
- Fear of digitization driving legislation



TLM Approach

- Wait for publishers and CanCopy to tell us what we can and can't do
- Leave responsibility for copyright issues elsewhere (outside the Library)
- Don't put copyright material on eReserve because it allows us to avoid the issue or avoid work of getting permission



SLM Approach

- Don't agonize over issues - Just Do It...
- Setup Copyright/IP Swat Team
- Make sure staff have expertise on all aspects of copyright – including digital in the classroom
- Put any journal article on e-reserve (Fair-Use)
 - Make sure limited to class
 - Charge a “copying” fee = photocopying fee



UofW Reaction

- Reorganization (Same old Same old – NOT)
 - UL and Collections Coordinator manage copyright
 - All 4 people in Acquisitions share copyright tasks
 - Metadata Unit resource discovery/description
- SWAT Team
 - eReserve push – all materials
 - Educate Faculty on issues
 - Educate Administration re the issues



Libraries and Computer Centres



Must Work Together

- Separation of the library and computing centre can only cause dysfunctionality
- 2 skill sets and philosophies
 - Library expert in information management and service philosophy
 - Computing Centre expert in technology management and control philosophy
- Effective education requires balance



Brain Food

- ***The Heavenly Jukebox.*** Charles C. Mann. Atlantic Monthly, September 2000.
 - www.theatlantic.com/jukebox
- **The Economy of Ideas.** John Perry Barlow. Wired, March 1994
 - www.wired.com/wired/archive/2.03/economy.ideas.html