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 Economy of Ideas.** John Perry Barlow. Wired, March 1994
  - [www.wired.com/wired/archive/2.03/economy.ideas.html](http://www.wired.com/wired/archive/2.03/economy.ideas.html)