

Kevin Bouley Elected ASIDIC President Craig McKinnis and Erica Mobley Join Executive Committee Fall Meeting Discusses Digital Content Issues

ASIDIC met September 21–23 in the charming old city of Montreal, Canada for its Fall 2003 Meeting. With its heavy emphasis on French culture and cuisine, Montreal is one of North America's most attractive cities, and the ASIDIC event made it doubly attractive. The theme of the meeting was "Digital Content: Issues and Changes." It was arranged and chaired by **Taissa Kusma** and **Leslie Lees**. Details of the technical program follow in this Newsletter. **Randy Marcinko** (Nstein Technologies) was Local Host, and he did the usual excellent job of arranging for the needs of the attendees, including a delightful Monday evening at Pointe-À-Callière, which showcases Montreal's history from its beginnings. Elections were held at the meeting. **Kevin Bouley** (Nerac) was elected ASIDIC president, and **Craig McKinnis** (UPI) and **Erica Mobley** (Inspec) were elected to the Executive Committee.

Committee Reports

Treasurer: Kevin Bouley reported that the declining trend in revenues during the past few years appears to have been reversed. Although revenues slowed in 2002, it appears that a significant gain is in store for 2003. For 2004, because of a loss of members, a decline in revenue is expected, but there should still be a surplus.

Executive: ASIDIC President **Miriam Drake** (Information Management & Planning) reported on the Executive Committee meeting. The newsletter archive is to be digitized and deposited in three or four major library schools. A resolution clarifying meeting fees was passed. All Members are expected to register and pay fees for the meeting. A one-day fee of \$150 was instituted in response to requests from several attendees. This fee does not include the

Monday evening event. Guest fees are for social events only. Refunds will be given only up to 10 business days before the start of the meeting, and any credit card fees will be deducted from the refund.

Membership: ASIDIC membership has declined significantly. All members and attendees are encouraged to solicit new members. There will be an ASIDIC booth at the InfoToday 2004 conference.

Sponsorship: Sponsors for the meeting were Nerac.com, and Nstein Technologies. ASIDIC thanks these organizations for their generous support.

Standards: **Marjorie Hlava** (Access Innovations) reported that there has been significant activity in the standards area. NFAIS has published a draft standard for linking to full text documents. Would

ASIDIC member organizations be willing to support this standard? The complete standards report is available on the ASIDIC Web site.

Elections

As mandated by the ASIDIC Constitution and By-Laws, elections were held at the Fall meeting. The Nominating Committee, consisting of **Marjorie Hlava**, **Jay ven Eman** (Access Innovations), and **Tom Hogan** (Information Today), submitted a slate of candidates. No further nominations were received, so the candidates were elected by acclamation. Kevin Bouley replaced Miriam Drake, who completed her term as president. Craig McKinnis and Erica Mobley joined the Executive Committee, replacing Deb Wiley (Next Wave Consulting) and Jay ven Eman, whose terms have expired. Kurt Keeley (American Water Works Association) and Carolyn Finn (Thomson Scientific) were elected to second terms. A list of the new Executive Committee members is attached to this newsletter.

Spring 2004 Meeting

The Spring 2004 meeting will be held at the Radisson Old Town hotel in Alexandria, VA, on March 21-23, 2004. Program Co-Chairs are **Miriam Drake**, **Wally Finch** (NTIS), and **Ed Johnson** (US Patent & Trademark Office). Local Hosts will be **Matt Dunie** and **Terry Owen** (both of Cambridge Scientific Abstracts). The theme will be "Public/Private Partnerships: Opportunities for Collaboration". Since *everyone* is impacted by public information, this meeting will be important to all. Mark your calendars now and plan to attend!

Vote for Fall 2004 Meeting Location!

Four sites for the Fall 2004 meeting are under consideration. A poll of preferences is being taken on the ASIDIC Web site. You will need to enter your e-mail address in order to vote, and ballot box stuffing is prohibited! Once you have voted, you can see interim results. (Voting is restricted to Members only.) Now is your chance to make your wishes known, so go to www.asidic.org and cast your vote!

President's Column

By Kevin Bouley

Dear Friends,

Many thanks for the e-mails and messages of support. It has now been 30 days in office and as yet, no signs of impeachment or a recall movement.

Phoenix is leading in the poll for the Fall 2004 venue. Be sure to visit <http://www.asidic.org> to register your vote. While there, you can visit the link to the Radisson Hotel in Old Town Alexandria where we'll be meeting March 21-23, 2004. Our program co-chairs, Wally Finch, Ed Johnson and Mimi Drake are lining up speakers that are sure to engage and challenge us.

Congratulations to the following ASIDIC members:

- **Barry Bealer**, CEO and President of Really Strategies, whose company made the "Philadelphia 100[®]" and was recognized as one of the region's fastest growing privately held companies,
- **Judy Luther**, President, Informed Strategies, who was featured on the cover of the October 1 issue of *Library Journal* for her article "Trumping Google", and

- **Rick Noble**, President and CEO of Thomson Healthcare, whose article titled, "Putting Information First in Information Technology" appeared in the November/December issue of *ONLINE*.

I look forward to seeing you all in Alexandria.

Best regards,
Kevin

Past-President's Column

By Miriam Drake

Serving as your president was an honor and fun. I enjoyed working with many members and speakers. Heaps to thanks to the members of the Executive Committee (EC) and our secretariat, Don Hawkins. They are enthusiastic about ASIDIC, dedicated, and "there" when needed.

Our meeting in Montreal was terrific. My thanks to our program chairs, Leslie Lees and Taissa Kusma, and our local host, Randy Marcinko. The meeting theme was Digital Content: Issues and Changes. Our speakers informed and delighted. They made us keenly aware that our industry is changing rapidly. Randy did his usual superb job in selecting the hotel for our meeting and the venue for our Monday night event, Pointe-À-Callière, the Montreal Museum of Archeology and History. It was a great treat.

Heartiest congratulations to our new president, Kevin Bouley and the new members of the EC: Erica Mobley and Craig McKinnis. I look forward to working with them. Please let Kevin know how ASIDIC can serve you. If you have suggestions for future programs, speakers, or venues please send them on to Kevin.

Our next meeting will be in Alexandria, VA, March 21–23, 2004. The theme is **Public/Private Partnerships: Opportunities for Collaboration**. Ed Johnson (USPTO), Wally Finch (NTIS) and I are program chairs. We are working to provide an exciting line up of speakers and topics. Please plan to attend. This meeting is a must! I look forward to seeing you in Alexandria. Best wishes to all.

New Members

ASIDIC welcomes the following new members:

Micropatent, LLC (returning member)
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Representative: Dan Videtto
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UPI, Inc. (returning member)
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Washington, DC 20005
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TECHNICAL PROGRAM SUMMARY

KEYNOTE ADDRESS

Understanding User Behavior

Carol Tenopir, University of Tennessee

It is important to understand how information users behave because it helps build better products. Products and services are generally designed for the majority of their users or those most readily identifiable. We must recognize that there is no single “user”, only user types or groups.

Users’ expectations grow faster than technology. Even though products have advanced features, many people do not use them, but they expect them to be available. Therefore, information must be supplied in a variety of formats. Information products will succeed if they are a logical extension of how people work. Users expect choices, and the more they have, the more they will want. Products must appear simple but be complex behind the scenes.

Users fall into three main groups:

- Search experts want control over the search process and want to see what is happening. Advanced features such as Boolean logic, sorting by date or relevance ranking, field searching, and drop down menus or commands are important to them.
- Subject experts want more information and more sources (which means larger backfiles), easy desktop access, no usage barriers (fees, passwords, etc.), and high quality materials.
- Students want immediate gratification and information that they can print out. Many of them feel that if something cannot be found in 30 seconds, it is not worth finding. They give credibility to data from the .edu domain.

Digital products are never finished—one size does not fit all. Development times are rapidly shortening; users want new enhancements often. The willingness to pay for information is declining, so the role of the librarian is becoming to subsidize materials.

Many metaphoric interfaces (such as Ei’s Engineering Village) are being replaced by simpler interfaces because they required high-level thinking by users. Repeat users tend to become tired of those interfaces, so information providers are switching back to simple dialog boxes or menus. Despite this trend, users expect that sophisticated technology lies behind the interface. Experts and early adopters want to be the first to use new technology, but investments in technology cannot be recouped from them. They will not change their work habits unless they perceive a clear benefit.

Today, people are required to read more than previously, so there is an opportunity for information producers. Users prefer convenience and familiarity. For example, medical faculty members tend to read quickly and do not spend much time on any single article. They therefore respond well to information delivered on handheld devices. Engineers, on the other hand, devote lots of time to research and in-depth study, so they want large data sets. The number of personal subscriptions to journals has declined significantly, but reading from separate articles has increased. Browsing through complete journals has also declined, in favor of online searching on a topic. Scientists tend to browse current issues of core titles for current awareness in their field and search for new topics or old articles for primary research. The amount of reading of older materials seems to be remaining steady, so complete jour-

nals and databases of separates will coexist.

SESSION 1. ELECTRONIC RESOURCE LINKING

OpenURL Linking for Libraries

Jenny Walker, ExLibris (USA) Inc.

The OpenURL standard was developed in 1997 to help users access data they found via linking. Many users could see the links, but could not get access to the data. Information providers, not libraries, control the links, and they are dependent on vendor agreements. Users have a problem because libraries have little or no say in linking. Proprietary solutions have been developed, but they are expensive and require high maintenance. They tend to focus only on full-text links, so users are not well served by them.

The OpenURL framework introduces a new component in the linking process, a "Link Server" that contains a database of a library's subscriptions and appropriate link targets based on the library's agreements with suppliers. Links from a variety of sources such as A&I databases, OPACs, and e-journal references can be stored on the server. The targets have a defined link or search syntax, which is then configured in the library's link server database. For the librarian, the OpenURL framework has the benefits of central link administration with local control over what types of links are offered and the targets. Thus, use of licensed resources is optimized. Users benefit because full text is delivered directly to the desktop when it is available, research horizons are expanded, and the links have consistency and accuracy. Information providers benefit because the standard is easy to implement, without the need for time-consuming bilateral publisher agreements.

Today, there are over 10 commercial linking solutions available. The original link server, SFX, is deployed in 450 libraries in 29 countries. Its link database is regularly updated by Ex Libris. New demands are being made on link servers. Distributed KnowledgeBase (just-in-time) models are needed to determine the actual collections for any particular user, regardless of administration/licensing organizations. More varied sources and targets, beyond scholarly textual information are also needed. See www.sfxit.com for articles and presentations on SFX and a demonstration.

CrossRef and DOIs

Ed Pentz, CrossRef

According to a recent Pew Internet and American Life study (see <http://www.pewinternet.org>), 73% of students use the Internet more than the library, and only 9% use the library more than the Internet for information searching. Many students are likely to use information found on search engines and various Web sites as research material, and faculty often report concerns about the number of URLs included in research paper bibliographies along with the decrease in citations from traditional scholarly sources.

Users want easy access to information. Many feel that if it is not online, it does not exist—and the extension of that is: if it is not linked, it does not exist. Linked references are therefore a necessity in today's online world. We are entering the "article economy", where journal issues are becoming increasingly irrelevant. Virtual journals are being created, publishing workflows are changing, and the electronic article is becoming the "article of record." These trends mean that traditional bibliographic data are inadequate; unique article identification, persistent links at the article level, and reference links are required.

CrossRef is a non-profit membership association that functions as a DOI registration agency for scholarly content, provides a registration service for metadata and unique persistent identifiers, and develops standards and guidelines for using DOIs. It makes reference linking easy and reliable for journals, conference proceedings and books and provides both technology and business infrastructures for DOI usage. Under CrossRef, one agreement provides linking to over 200 publishers' products.

The DOI is a unique article identifier, similar to the familiar bar codes on products. It can be assigned to any type of content at any level of granularity. Usage of DOIs is increasing, and one can now find them on many journal web sites. Some sites hide the DOI from the user, but it is still used to identify articles. Secondary databases are not using DOIs as much as we would like.

Libraries are also using DOIs. They should find (and demand!) them in licensed content and databases, so that they will have easy links to the full text. They can also retrieve DOIs from publishers or directly from CrossRef at no cost, and they can send a DOI to CrossRef and retrieve standardized metadata. CrossRef and DOIs integrate with OpenURL Link Resolution services, such as ExLibris' SFX, EBSCO's LinkSource, and Endeavor's LinkFinderPlus.

Currently, CrossRef has 241 members (up from 152 last year) and serves 145 libraries (up from 40 last year). It has links to 8.5 million articles (up from 5 million last year) published in 8,400 journals (6,500 last year). It has recorded 3.6 million DOI clicks—a 7-fold increase since January 2002. The oldest content it links to is an 1849 article in the *Astronomical Journal*. Today, an expansion of content types is occurring, as DOIs are being assigned to conference proceedings, books, theses, grey literature, and even datasets. En-

hanced linking services can be provided as multiple links become associated with one DOI.

DOIs are here to stay. They are a key addition to scholarly content metadata and are being widely used. They still need to be incorporated into many products and services before the goal of DOIs everywhere is reached.

The Digital Object Identifier (DOI)

David Sidman, Content Directions, Inc.
(CDI)

The DOI is a universal linking technology for intellectual property, both across the Internet and within enterprises. DOIs are unbreakable, multi-linkable, dynamic, an industry standard, scalable, and can be implemented at low cost. They can be thought of as “URLs on steroids.” For publishers, DOIs allow more people to find their products on the Internet, whether by search engines, partner web sites, reviews, e-mail blasts, or even embedded within the content itself. The links are always current, permanent (they never go out of date), and rich in functionality (the customer sees all the options the publisher wishes wherever the DOI appears).

The DOI not only uniquely identifies the object, but it provides *a link to the object*. It is compatible with other number schemes, such as the ISBN, and it is permanent—once assigned, a DOI never changes.

CDI is the first commercial DOI registry. It provides a range of services to its customers: DOI management, lookups, and consulting. It has the support of several publishing associations as well as many individual publishers. The information industry is using DOI to cross-sell content from different areas; thus, new products

can be developed more rapidly. Book publishers are now assigning DOIs to their products, both printed and electronic. The DOI has been declared the identifier of choice for e-books, so suddenly all trade publishers needed a DOI registration agency, and began working with CDI.

The DOI is not just for digital content. It can work just as well for selling physical products over the Internet. This puts a purchase action a single click away from anywhere that the user encounters a DOI.

In the library area, DOIs allow permanent links to both external and internal information, allowing libraries to manage information assets within their enterprise. The material is always accessible even if its physical location changes. Related information can be easily cross-referenced. And it can all be done cost effectively by using DOIs.

SESSION 2. TECHNOLOGY INNOVATION AND INTEGRATION WITH DIGITAL CONTENT

D-Space: Institution Repositories for Digital Resources

MacKenzie Smith, MIT Libraries

DSpace is an open source software system that creates and manages a digital library system to capture, preserve, and redistribute the intellectual output of a university's research faculty. It is a joint venture between MIT and Hewlett-Packard and is similar to an archive, which is generally outside a library's traditional activities.

The motivation for DSpace arose because universities have become concerned about capturing and preserving the intellectual output of their research, especially "grey

literature", such as preprints, technical reports, working papers, theses, datasets, images, or audio and video files. Individual faculty members generally do not have the time or expertise themselves to create and manage databases of this type of information. The DSpace system provides them a professionally maintained repository for this purpose.

Libraries are becoming interested in these repositories as universities become more concerned about branding their output and retaining control of it. Many academic libraries want to enter the scholarly publishing value chain because traditional publishing takes too long and is too expensive for their libraries to purchase the publications. Since they have expertise in handling large quantities of information, metadata, and preservation challenges, they are a logical entity to manage institutional repositories.

D-Space is like a digital aggregation of institutional data on the web for educational institutions. Companies in the document management area have begun to develop technology to manage repositories. A federation of DSpace users has been formed; so far, eight libraries have become members. The policies are:

- D-Space is a preservation archive, so material cannot be withdrawn.
- The community decides how to run the archive.
- The contributing institution supplies the metadata.

Google is already indexing content in D-Space because it is publicly available. (For more information, see the D-Space Web site at <http://www.dspace.org>).

University of Toronto Libraries Electronic Journal Services

Warren Holder, University of Toronto (UT) Library

UT is the largest university in Canada, with 55,000 students on a main campus and two suburban campuses. Its library has 9 million books and microforms, 60,000 current serials, and is the largest library in Canada. It has over 26,000 titles as electronic resources, including over 3,500 e-journal subscriptions. Its e-journal services are used by several Ontario universities as well as universities and hospitals in New Brunswick and British Columbia. In 2001, its user base of over 392,000 people downloaded over 2.4 million articles. Usage was nearly evenly split between on-campus and off-campus use, with only about 8% in the libraries. Users have been extremely favorable towards e-journal use; one of them said e-journals were “the most positive step in handling of library materials since computerized catalogs.”

Based on a proposal for an information infrastructure for an Ontario digital library and the systems and services provided by the UT library, an “Ontario Scholar’s Portal” has been created. Its goals are to ensure rapid and reliable response times for information services and resources, provide for the long term, secure archiving of resources to ensure continued availability, create a network of intellectual resources, and provide an environment fostering additional innovation in response to the needs of the users. It provides a provincial gateway to electronic resources for all faculty and students in Ontario. It contains material from over 4,000 journals from 18 publishers, 80 million citations, 6,000 books, and 1.6 million pages of full text. The portal also supports interlibrary loan and document delivery. With such resources, its aim is to *never leave the user at a dead-end*.

Digital Content Meta Trends

Judy Luther, Informed Strategies

Many information users have discarded the journal model and think only in terms of articles. In today’s “Google Era”, publishers develop metadata pages as entry points to their content, and users search for and access them. The challenge is to develop simple tools that allow users to navigate the myriad of sources available and keep them from getting lost in “information silos”. It is easy to get users to information, but we must develop ways to get them back to the local library’s site.

Students have lost the concept of a journal and now focus only on articles. Encyclopedias have become outmoded: once it is online, it becomes a series of articles. We must focus on what content does, and we now have better tools for decision-making. Metasearch is the librarian’s answer to Google, now that Google is indexing publishers’ full-text content. The challenge for librarians is how to present their resources to users. Users do not want to become more like librarians, so we must create appropriate tools for them. They are looking for a search experience like Google, which is difficult in an article environment.

Publishers must manage increasing search loads, handle metadata searches properly, and deal with statistics, while maintaining a presence with the user through branding their content. Many issues result: merging search results and removing duplicate items, appropriate presentation formats, relevancy, and customization. Publishers must talk to all user groups, not just librarians. The focus today is shifting to the users: how they work, what is important to them, and what will save them time. None of us stand alone; interoperability means that systems must work together.

SESSION 3: CHANGING MODELS OF CONTENT AGGREGATION

Aggregators and the Digital Divide

Lucie Molgat, Canada Institute for
Scientific and Technical Information
(CISTI)

Because of the many changes in the information industry, aggregators have had to examine their roles in the information chain and re-think the products and services that they provide. In the pre-digital paper world, creators, content users and aggregators had well-defined and distinct roles:

- Authors created content for end-users, who obtained it through the services of an aggregator.
- Aggregators roles enhanced the content and then formatted and sold it, thus adding value to the information and benefiting both creators and users.
- Publishers solicited content from creators and produced books, journals and conference proceedings.
- Subscription agents were positioned between publishers and libraries. They provided a single interface for libraries in handling journal subscriptions, as well as value-added services to libraries and publishers.
- Indexers and abstractors created subject and author indexes of published works, typically in a specific area of study. Their services and tools provided a single window on the current literature in a particular field.
- Libraries purchased books, journals, and indexes and created catalogs or title indexes to identify items in the collection. They loaned items or made copies for content users directly or through other libraries. Libraries were positioned between all the other aggregators and the content users through

the single window of the library catalog.

In the digital world, new forces and new technologies are driving changes and pushing user expectations. The arrival of PCs, Web technologies, the Internet, and open access have made information available and accessible as never before. Users expect most information to be a few keystrokes away and free. With the advent of the Web, user expectations have skyrocketed. Users now expect to have authenticated and validated access for seamless delivery of information at the their desktops, the latest published information available at no cost to them, flexibility and control over the content, and a choice of delivery options and formats. Aggregators are thus being squeezed and are forced to develop new value-added services.

Heightened user expectations are redefining the environment for aggregator tools. Successful aggregators must be unobtrusive but offer obvious and unique advantages. In addition to developing new tools, aggregators must negotiate with content owners for the rights to use digital content, which can require significant investment in terms of managing licenses, developing relationships with owners, and in financial commitments. Development will be driven by questions of information ownership, access, user rights, and resources. The trend is toward larger entities owning the rights to more content and offering their clients ways to customize and integrate products into their environments, as well as building products based on emerging technology standards.

In this digital world, CISTI is unique. It is a library, publisher and document supplier. As a library, CISTI purchases and houses 50,000 serial titles, as well as books, technical reports and conferences. It continues to purchase print subscriptions for document supply. CISTI is the library for the

National Research Council (which has over 4,500 employees), and provides information services to staff across Canada. It is also a not-for-profit publisher (NRC Research Press) of 15 STM journals and monographs and provides publishing services for associations and societies. Currently, journals are produced in both print and electronic formats. CISTI is a document supplier, filling requests from its print collection. In the mid-1990s, CISTI pioneered development of a high volume Document Delivery system (IntelliDoc) that makes it possible to fill close to one million orders per year.

In response to client demands, CISTI is adapting and refocusing its role as an aggregator and is making strategic decisions and investments for the future. A number of projects are underway to improve management information tools that will enhance services to clients. CISTI is also working collaboratively with other libraries to improve the delivery of STM information to federal government libraries.

The current document delivery system based on the print collection will continue for the foreseeable future in parallel with new initiatives. CISTI is launching a new secure desktop delivery (SDD) service in Dec. 2003, which will extend existing print delivery formats. This option will be available for titles where CISTI has obtained the rights from content owners. The next step will be SDD from electronic formats.

Libraries are collaborating and forming consortia to reduce barriers for users and to exert a collective influence with content owners. CISTI participates in the SMART library project for the City of Ottawa, which brings together multiple library systems to serve over 800,000 citizens. CISTI is also leading the Federal Science eLibrary effort with the major STM libraries in the Canadian government to give desk-

top access to key journals to all federal researchers. The Federal Science eLibrary draws its inspiration from the Canadian National Site Licensing Project (CNSLP), a consortium of 64 Canadian academic libraries that was created to license electronic journals.

We therefore see the following trends in the emerging digital environment:

- Aggregators are being squeezed and reshaped between the creators and content users creating a need to redefine roles. Relationships have changed and continue to change.
- Technology developments and increased client expectations that have resulted are driving change. Clients want information delivered on the web immediately, cheaply, in formats of their choosing that can be integrated into their work processes
- The transition will be long, and print-only copies will not disappear in the near future. New investments are required to make changes.
- With digital information, the issue is access rights and user rights and control, rather than ownership.

Changing Models

Stephen Abram, Proquest/Micromedia

Taxonomies are increasingly being used in the research and student markets. The market demands visible, relevant, and useable taxonomies, communication tools, integration with e-learning tools, going beyond simple text and pages, and real interoperability.

We must increase the density of retrieved information and stop telling ourselves that a page of text will suffice. Important features are text independence, contextual display of terms, and context integration. The younger generation reads online and

has 50% greater comprehension than the older generation has with text. They want a mixture of technologies to suit the way they work and learn. Collaboration tools are important: according to one study, over 85% of people between ages 15 and 25 have at least one instant messaging account.

Information literacy is integrally tied to every aspect of learning. It involves mathematical and logical thinking skills, application of the scientific method, criticism, interpretation and comprehension, analytical thinking, and inter- and intra-personal communications skills. Today, there is an imperative for people to have a lifelong curriculum, or a personal learning strategy. A successful strategy, therefore, will be to adapt to the learner, and not expect that the learner will (or can) adapt to your system, style, or pedagogy.

We need to provide information and inform people with a variety of learning styles. A number of collaborative digital reference services are emerging, such as Virtual Reference Canada, OCLC's QuestionPoint, and LSSI's Virtual Reference Desk. These can provide real-time live-chat, homework help service. In a recent study comparing virtual reference vs. face-to-face, two researchers found that the topics frequently addressed included task and problem definition, search strategy development, and locating and accessing information. Topics rarely addressed included information use, analysis, synthesis, application, or evaluation.

Interoperability means advanced intelligent linking, which is being developed by Ingenta, Catchword, and other companies. We need to recognize that information moves; static content is its lowest form. Today's children have fundamentally different learning behaviors than their parents, and this is a significant demographic shift. We must respect how they are learn-

ing and cater to their content needs.

Aggregation and Integration

Stephen Moss, IOP Publishing

IOP was the first STM publisher to put all its titles up on the Web, and it now has 38 peer-reviewed titles in both electronic and print. It has users in 106 countries. IOP is experiencing positive growth in revenues and profits.

IOP's goals are to maximize exposure of its authors' papers and maximize access for customers as disciplines and specialties converge. With this in mind, more is better. Its current content and abstracts are free to all on the Web. Access to a 10-year archive is free to subscribers. There is a nominal charge for access to a historic archive. (New titles are free.) All this is from one physics source, on one platform, and at existing price levels. In 2003, users made 21 million accesses and 3.1 million full-text downloads of IOP's data, and usage is increasing 30% per year.

Search tools are becoming more crucial as disciplines converge and intersect. A state of the art e-journal platform, allowing backward and forward linking is necessary to implement this technology. Pricing policies must provide for lots of open access at or near current payment levels, so IOP has a variety of models, including tiered pricing, consortia models (they provide 40% of the revenue, with no attrition), corporate document delivery models, search blocks, and others. The yields for IOP have been great: increased exposure for authors' papers, increased downloads, unit counts, revenue, and profit. More is indeed better!

SESSION 4: CEO PANEL

Patrick Spain, Alacritude

Alacritude provides an electronic library service for individuals. Currently, they have 40,000 customers that have access to 1,500 sources, including a free encyclopedia that receives 2 to 3 million uses per month and a metasearch facility allowing users to build searches and have them relevance ranked on the fly. Alacritude strives to move information quickly into a usable result. In their view, there is no consumer market—only individuals or enterprises. Individuals tend to be more tolerant and do not need perfect answers, so Alacritude’s mission is to be the best at delivering “pretty good” answers.

Three trends of the market today are:

- Rise of individuals who take control of things important to them, such as health and wealth. They are now driving the information industry, which is becoming “Wal-Mart-ized”, with a big selection, good quality, and low prices. Selling business to business has become inefficient because individual employees are buying what the business needs.
- Value comes from tools, not content—people want to find things and use information. Nobody reads online; they print things out. The Web can be viewed as a giant piece of software applied to the largest dataset in the world.
- Prices will continue to fall and may even get to zero—a fundamental change in information value. Alacritude has found that advertisement-support media work. Pay per view and micropayment systems will never work in North America because they require users to engage with the system many times.

Ruth Koolish, Information Sources

Information Sources is a home-based business producing the SoftBase database, which tracks companies and products in the computer industry. The database sells through vendors because the company does not have the resources to market directly to users. The information industry has been closed until recently, but now that large companies like Microsoft are entering it, the way we work is changing.

A problem with small businesses is that they must have the ability to market their product to a wide audience and form relationships with much larger companies. Information and ways to get it must be integrated with each other, and the whole world must be accessed together.

Barry Bealer, ReallyStrategies, Inc.

ReallyStrategies helps publishers create and manage content and get it out to users. They provide objective evaluations and implementations of content management systems, thus facilitating communication between organizations. Recently, they conducted a survey of 54 executives in STM publishing companies and found that:

- Content management means different things to different people. It is usually thought of as a collection of systems and databases.
- Publishers expect ROI very quickly after a sale (within about 1½ years) and are no longer willing to tolerate long periods with little return.
- Recognition of formal product management methods to control processes is growing.
- Content management vendors are good at recognizing the needs of publishing companies.

Three case studies were recently conducted. *Congressional Quarterly* built its own content management system, and has found that its online products are now more profitable than print ones. New products now go from concept approval to deployment in 12 weeks or less. Sales targets have been met consistently. A large medical publisher has nine product lines, each with its own system and editorial interface. Five of the nine products have similar content, which is drawn from the master database. The company is moving towards a single system with only four editorial interfaces. An advertisement-driven publisher receives copy from its advertisers on three fax machines. Automation was proposed, but the organization was technology-adverse. Unfortunately, this is the case with many companies today; because of cultural issues, they refuse to change.

**ASIDIC Thanks Nerac.com and Nstein Technologies
For Their Generous Sponsorship of This Meeting.**

FALL 2003 MEETING ATTENDEE LIST

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