

# The New World Order Redux

revisiting Fiesole 1999

Michael A. Keller

# Progress, Progress

- Pre-conference on Scholarly Communication & Academic Presses
  - Thanks to Anna Maria Tammaro & Università Firenze Press & colleagues
- Many more European participants
- Comfortable conference site: European University Institute, Badia Fiesolana

# Same, Same

- Fabulous hospitality
  - Barbara & Michele Casalini, Casalini Libri
  - Hans Geleijnse & EUI
  - Anna Maria Tammaro & Università Firenze
  - & their staffs
- Great conference organization
  - Katrina Strauch, Against the Grain
  - Becky Lenzini, Charleston Group
- Congeniality and collegiality of participants

# Digital Universities

Difficult to distinguish adherence to theme

Changing contexts evident

Fiesole '99 predictions (Fred Lynden) mixed results

- 😊 More digital info, continued employment for publishers & librarians, consortial heyday, virtual libraries & ubiquitous info; libraries as community facilities
- 😞 progress on digital archives, collection spending, centers of excellence & libraries of last resort
- 😊 SPARC, university demographics, information literacy & critical thinking

# Changing Contexts

- Stunning advances in Italian libraries & presses
  - Fontana – much new & effective collaboration
  - Tammaro – FUP e-publisher first & foremost
  - Giordano – increase in Italian consortia for many purposes leading to digital libraries

# Invisible communities

- More mature info system, but for cognoscenti, not tyros -- Boyce
- Widened horizons – global as Balaban & Albrecht demonstrate
- Gee whiz techno influences as Boyce & Albrecht demonstrate
- As yet missed opportunities as Balaban demonstrates

# Users or Readers

## defining or ratifying change

“users” implies purely pragmatic & goal-oriented engagement

“readers” implies tussle of comprehension with information and knowledge

IMHO, users do **NOT** drive innovation

- They do ratify innovation

Personalization of views & use of information spaces – major area of development & future source of satisfaction in readership

- Stored server-side for ubiquitous access & use

GRID and web-as vast parallel array = advanced distributed computing

Big Issue: assuring/informing cross-disciplinary information & knowledge exchange?

# Enterprises, Alliances & Partnerships

- Partnership – an over- & ill-used term
- University Presses are enterprises – tubs on own bottoms
- University Libraries are entitlement organizations
- Expectations for these differ
- Consortial gains (?) – mixed reports of results, very recent reports of warts & bruises
- Consortia as transitional organizations
- Does anyone ever audit actual costs & benefits?



# L'Enfer c'est les autres

Alternate/Altered States (relative by setting)

- Consorting = hell
- Collecting = purgatory
- Cooperating = paradise

Observation – A&I services & union catalogs increasingly important to present larger slice of info chaos to readers (as hell widens its gates & increases its population)

Observation – NB trend to vanilla collections BECAUSE of consortia & other lowest common denominator decisions

Chapman describes downward spiral of “referral collecting” rather than more active collection development

# Long's Laws

- People are lazy & seek simple solutions
- People are tight with money; web culture is free information
- Physicians combine both
- Mediated access  $\therefore$  important
- Alerting services very important
- BUT IMHO PDF is a reading **AND** a printing technology

# Future perfect

- Only 12,000+ refereed journals in STM?
- Elsevier joins Gordon & Breech in seeking more funding for libraries
- SPARC spins truth
- BUT, New means of processing information makes readers and authors more powerful in reach & grasp
- Publishing a risky business – needs larger profit margins

# Euro Consortia

- Models of engagement vary from North America
- Results of first wave – tuning contracts
- Next wave of consortial engagement—
  - Fewer, bigger
  - Healthy skepticism of value for local settings

# I.T. for Teaching & Learning

- UK national policy – maintain & enhance UK stake in global education industry
- Numerous engagements in partnerships, etc.
- Virtual universities – virtual stakes in ground  
“we’re a work in progress”
  - Part of I.t. strategy for local curriculum
- UK £100M – cash for willing players
- Turmoil, confusion, emerging market, high cost of entry
- Opportunities for content developers

# Developing Content

Web transforms niche publishing

Web transforming higher education...but not distance education yet

Beware the hype...Fathom has burned \$20M w/o product...Unext has burned \$115M w/ little output

Drivers of success in online learning

- access – learner support – blending online learning – focus on learning outcomes

Stanford experience in distance education – now in its 30<sup>th</sup> year in advanced engineering degrees – supports this

Learning outcomes = information + activity + assessment

But what of certification by course???

# E-content

## Convergence/Divergence

- Alerting...search engines...linking...granularity of sources (articles, journals, books, content environments)

Challenge: single discovery & retrieval method covering variety of genres, formats, local & remote resources, local & remote meta-data sources...as needed by individual readers

Suggest subject specialization for content by new mediators (publishers?)

☀ for use of most advanced technology (inCyte)

# Seeking New Support Paradigm

- Maximizing value returned for investment – by a community of institutions
- Predicts greater % of web-based information (50%) 2010
- Must serve mix of print & digital collections
- High level of interoperability among local & distant systems critical success factor
- Balancing proprietary & open systems; local and community interests
- Get unit costs of serving readers down; cope w/ reduced income
- Focus on individual readers; service systems support readers
- For Australia, concern for diversity of logical national collection & services, print & digital, delivered to individual readers...auditable system



# Gold Star Awards

- ☀ Rudy Albrecht for long view
- ☀ Mike Mabe for most obvious rhetoric
- ☀ Rick Lugg & Ruth Fisher for best use of technology
- ☀ Steve O'Connor for best animal pix

# New World Order Redux

## Contexts

- Healthy evolution, no revolution

## Intertexts

- More important than ever (note transition to XML from SGML as symbolic)

## Dependencies

- Irony of digital divide – more people connected highlights remainder not connected
- Bill Gates: computers & networks come after food, security, health

# New World Order Redux -ctd

## Media & distribution

- Note perversion of copyright by special interests
- Cf to patents
- Digital Archive a major issue, but modest experimentation beginning

## Commonality & Difference

- “Progress” maybe toward low-calorie vanilla collections in “research libraries”
  - Role of consortia, lack of determination or concern
  - Disservice to scholarship and teaching















ABS  
set

300°

Hi-Fi  
set



VIDEO



IVECO

ORLANDI

alterini bus

80

691







Contents of new issues (titles)  
Proceedings list  
Abstracts  
Full text

Links to Libraries with significant  
holdings in desalination

Basic briefs on desalination topics  
for experts and the public

Definitions  
Descriptions of processes  
Seawater data  
Water, environment, food



# Solutions : the Virtual Observatory

- Distributed resources (GRID paradigm)
  - WWW = distributed information
  - GRID = distributed information + SW + HW
  - Data & computation parallelism **SCALABILITY**
- Data Standards
  - Calibrations, associations and DICB
  - Interoperability
  - Metadata standards and formats





European University Institute Library



*"Remember what's going on in Italy!"*

Communist Manifesto

1848-1849





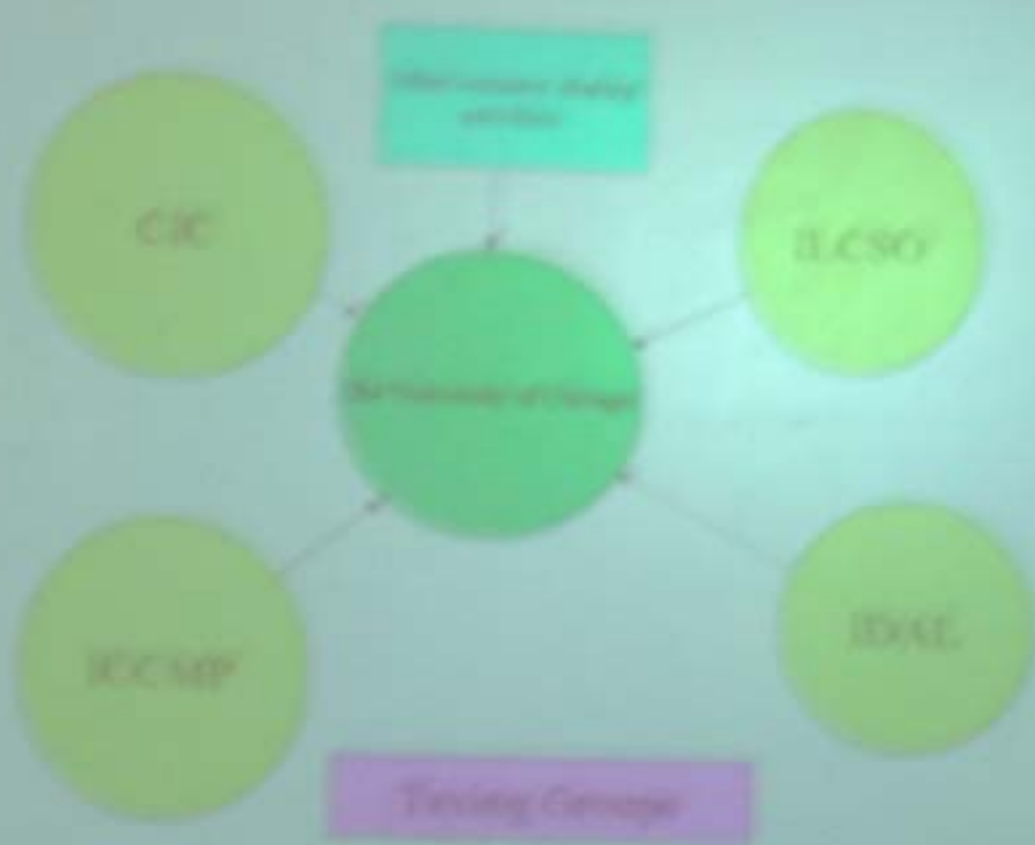














- Home
- About
- Services
- Products
- Partners
- Support

Too many creators of online learning think of users as objects to which you are delivering something. Learning should be the object of the learner, not the other way round.

Nicholas Negroponte,  
Internet guru

## Beware the hype

- Fathom has cost Columbia nearly \$20 million without finding a market
- UNext has burnt through \$115 million without bringing much to market

















# Remembering Mario



Keller Windup Fiesole 2001