A^SIDIC newsletter

No. 92, Fall 2006

ASSOCIATION OF INFORMATION AND DISSEMINATION CENTERS

Successful Fall Meeting Held in Newport Beach
Carolyn Finn Re-Elected ASIDIC President
ASIDIC Mourns the Death of Former President Bill Bartenbach

ASIDIC's Fall meeting on September 10-12 in Newport Beach, CA was an unqualified success. The 66 attendees were stimulated and challenged by the technical program entitled "Getting the Most from Your Most Valuable Resource: Content". **Frank Bilotto** (MuseGlobal) was both Program Chair and Local Host. A summary of the program appears below. On Monday evening, attendees enjoyed dinner at Joe's Garage and a tour of their outstanding collection of antique automobiles and motorcycles.

Because the first day of the meeting was the fifth anniversary of the tragedy of September 11, 2001, candles were lit and a moment of silence followed. Another moment of silence took place in memory of former ASIDIC president Bill Bartenbach, who died on August 31, 2006.

MARK YOUR CALENDAR

- **November 21**—Spring Meeting Call for Papers ends
- **January 2, 2007**—Membership renewals due
  (Invoices will be sent out shortly)
- **March 11-13, 2007**—Spring meeting, Orlando, FL
- **September 9-11, 2007**—Fall meeting, Location TBA

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Association of Information and Dissemination Centers

Committee Reports

Treasurer and Finance: In the absence of ASIDIC Treasurer **Mike Walker** (NewsBank), **Jay ven Eman** (Access Innovations), Finance Committee Chair, reported that ASIDIC is enjoying its best financial position in several years, which is primarily due to outstanding sponsorship support and good meetings. However, the last few meetings have been held in resort locations, which, though attractive, have raised our expectations. The number of attendees needs to increase so that registration revenues approach those from sponsorships.

Executive: The Executive Committee is continuing to examine the role that ASIDIC should play in the industry and especially the benefits of being a member. A new committee, the Membership Benefits Committee, was formed and asked to look at present membership benefits and propose additional ones. It will be chaired by **Iris Hanney** (Unlimited Priorities), and she will be assisted by **Barry Bealer** (Really Strategies).

Membership: **Barry Bealer**, Membership Committee Chair, reported that six new members have joined ASIDIC—see the list below.

Standards: Standards Committee Chair **Drucilla Ekwurzel** (American Economic Association) mentioned that ASIDIC is a member of NISO and can therefore comment on both NISO and ISO standards. A major standard revising the Dublin Core elements is currently in preparation. Anyone wishing to receive alerts or make comments on pending standards can contact Drucilla by e-mail and request to be added to the mailing list.

Sponsorship: **Kevin Bouley** (Nerac), Sponsorship Committee Chair, thanked the 10 organizations that generously contributed sponsorship funds to this meeting. They are listed in this Newsletter.

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Elections

Elections were held at the Fall meeting to fill expiring terms for President and two Members-At-Large. The Nominating Committee, consisting of **Kevin Bouley** (Chair), **Jay ven Eman**, and **Miriam Drake** (Georgia Tech), presented the incumbents in these positions for re-election, and they were unanimously re-elected:

President:
- **Carolyn Finn**, Thomson Scientific, Second term

Executive Committee:
- **Barry Bealer**, Really Strategies, Second term
- **Iris Hanney**, Unlimited Priorities, Second term

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In Memoriam
Wilhelm "Bill" Bartenbach
1938-2006

Bill Bartenbach, long active in the information industry and president of ASIDIC from 1991 to 1992, died on August 31, 2006. On behalf of ASIDIC, an expression of sympathy was sent to his family. Details of his funeral service, including a biography of his life, are on the ASIDIC web site at www.asidic.org.

Spring 2007 Meeting

The Spring 2007 meeting will be held March 11-13 in Orlando, FL. Program Chair is **Mike Mahoney** (Nerac), and Local Host is **Deb Wiley** (Next Wave Consulting).

The topic of the meeting is "Getting it Right: Building Content Services that Succeed in Transforming Markets". Publishers are facing a world that blends content and technology services together with contributions from individuals and institutions into powerful new contexts that are changing how their markets use and pay for their products and services. These changes are forcing content companies to change their ideas of how to make money in publishing faster than ever before:

- Where will the major publishing houses make more money: from technology integration, user communities, media channels or licensing?
- Are content technology companies becoming more powerful agents for creating publishing value than publishers themselves?
- Are users empowered to create, collect, organize and distribute content in individual and collaborative environments creating the most valuable content and context of all time?
- Are media companies that are trying to create more value for their audiences through enhanced data and community services becoming major competitors to enterprise-oriented publishers and content services companies?
- What is the most effective electronic content packaging for balancing control with user-driven distribution?
- How are value-added products and services creating a whole new definition for what it means to be a publisher today?

Mark your calendar now and plan to join leaders in the publishing industry who wrestle with these issues and collaborate with them on insights that will drive your business plans forward and your business relationships into profitable new directions.

President's Column
By Carolyn Finn

Thank you for allowing me to serve ASIDIC for another year. I look forward to working with the membership to achieve ASIDIC objectives of bringing more value to our members and growing our meeting attendance. Congratulations to **Barry Bealer** of Really Strategies and **Iris Hanney** of Unlimited Priorities for their re-election to a second term on the Executive Committee (EC). I offer my sincere appreciation to Barry and Iris and the other members of the Board for their dedication and spirit of volunteerism.

ASIDIC held its Fall 2006 meeting in Newport Beach, CA at the Newport Beach Marriott Hotel and Spa. **Frank Bilotto** of Muse Global super-tasked as Program Chair, Local Host, Master of Ceremonies, Moderator, and even Wine Steward. Thank you Frank for a great meeting and for your enthusiasm. The Program entitled "Getting the Most from Your Most Valuable Resource: Content" explored the new generation of content providers and also what traditional content providers are doing to stay competitive. Thank you to our keynote speakers **Ezra Ernst**, CEO, Swets North America and **Tony Philipp**, CEO, UpSnap and to all our moderators, speakers, and sponsors.

Mark your calendars now for the Spring 2007 ASIDIC meeting in Orlando, and plan to join us as we examine how industry leaders are leveraging content, technology, and individual and institutional contributions to create new services and business models. Please check the ASIDIC website at www.asidic.org for updates on speakers and venue.

Call for Papers: Anyone interested in presenting at the Spring 2007 meeting, please submit an abstract to Mike Mahoney at

mmahoney@nerac.com by November 21st.

Call for Sponsors: Sponsorship opportunities are still available. Anyone interested in sponsoring the Spring 2007 meeting, please contact Kevin Bouley, Sponsorship Committee Chair, at kbouley@nerac.com.

I hope you have a very happy holiday season, and I look forward to seeing you in Orlando in March.

Best wishes,

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New Members

ASIDIC welcomes the following new members:

Columbia Books, Inc.
1825 Connecticut Ave. N.W., Suite 625
Washington, DC 20009
Phone: 202-464-1662
Representative: Aaron Overton

Copyright Clearance Center
222 Rosewood Drive, Suite 910
Danvers, MA 01923
Phone: 978-646-2790
Representative: Bill Burger

Dowling College Library
150 Idlehour Blvd.
Oakdale, NY 11769
Phone: 516-244-3374
Representative: Kathleen Burke

Getty Research Institute
1200 Getty Center Drive, Suite 1100
Los Angeles, CA 90049
Phone: 310-440-6559
Representative: Terrance Ford

Library Associates
8383 Wilshire Blvd., Suite 355
Beverly Hills, CA 90211
Phone: 323-8521083
Representative: Deborah Schwartz

Unlimited Priorities Corporation
1930 SW 48th Lane
Cape Coral, FL 33914
Phone: 239-549-2384
Representative: Iris Hanney

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TECHNICAL PROGRAM SUMMARY

Note: For more detail on those summaries for which "PowerPoint Presentation Available" is indicated, see the Final Program at http://www.asidic.org/fall06.htm and click on POWERPOINT SLIDESHOW.

Introduction

A new world of content delivery has emerged without warning. As the wave of digitally available content continues to increase at an exponential rate, traditional content players better get on the train or get run over. This meeting featured the new generation of content providers that changing the face of information right now, as well as some of the traditional players who recognize the need to catch up to the Internet world. The future is now!

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KEYNOTE ADDRESS

The Long Tail and its Application to Scholarly Information
Ezra Ernst, CEO, Swets Information Services, Inc.
PowerPoint Presentation Available

Swets, a leading subscription services company, connects the supply and demand chain between publishers and institutions, libraries, and information centers. It is the largest subscription agent in the world and has about $1 billion in revenues. Outside of North America, Swets is the dominant subscription agent. It is the only agent with worldwide ISO9000 certification. Its offices in 21 countries serve 65,000 publishers and 60,000 clients, who have 1.8 million subscriptions to 180,000 subscriptions. In the STM area, e-journals are a core business, and in the non-STM area, e-journals are growing. Many new publishers with exciting journals are entering the business.

The well-known 80/20 rule, established in the 19th century, has been a standard since then, but the emergence of a digital world with no physical inventory is changing the dominant business model to the Long Tail. No physical inventory means that sales can be unlimited, and consumers can find and buy anything. Options for consumers have greatly expanded. The Long Tail model was first propounded by Chris Anderson, Editor of *Wired* magazine, and further expanded in his eponymous book. The model essentially states that large numbers of very small sales adds up to significant revenues. For example:

- Amazon makes more money from sales of the second group of 130,000 items than the first.
- Rhapsody finds that 99% of its offerings are downloaded at least once per quarter, but the vast majority of them are downloaded less than 100 times.

It is important to note that the Long Tail does not exist without the top sellers; in the 80/20 model, it is still necessary to have the 20%. Information discovery is the key to producing a Long Tail. If consumers are able to discover the content then there will be interest.

Libraries have a major role to play in a Long Tail world because they have an almost limitless inventory of collections, and the librarians act as search filters. The global information marketplace of over 65,000 publishers is able to reach a global audience quickly. In the new world of information discovery, usage statistics have assumed an important role. Usage has become the most significant variable when determining collections, but understanding how to measure and what to measure is still a significant challenge. Because of the multiplicity of vendors, organization, compilation, and analysis of statistics have become daunting

tasks on many libraries. Software programs such as COUNTER and SUSHI have greatly reduced the time and effort necessary to generate usage statistics and are helping institutions measure the ROI on content purchases and continue to make the right choices for their constituents.

Content must stand on its own and be discoverable, or it will not be in the Long Tail. Libraries and subscription agents will still have a major role in a Long Tail world. Very few publishers are getting rid of print because they need the revenues from advertisements in their publications.

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VIDEO PRESENTATION

Paul Levy, CEO, Deep Vertical, presented an outstanding and humorous video on bundling content. It is available by visiting the Deep Vertical web site, http://www.deepvertical.com, and clicking on the ContentSlice images at the lower left of the site.

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FEDERATED SEARCH COMES OF AGE, BUT WHERE IS THE VALUE?

(Panel discussion moderated by *Randy Marcinko*, MEI)

Federated Search ROI at US News & World Report
Jill Konieczko, Director of Library Services
PowerPoint Presentation Available

At US News, end users have access to over 70 databases, from LexisNexis and ProQuest to the Community of Science and the whole suite of Yellow Book directories. End user access provides them with authoritative content from reliable sources, but searching in the databases can be difficult and time consuming, especially since each database requires a different syntax and offers different interfaces. Thus, database usage levels may not be large enough to ensure an appropriate return on the significant investments made in them. Federated search helps us to achieve both objectives—end users can easily navigate through multiple services using a common search syntax and interface, and the company increases its ROI on what would otherwise be under-used databases.

US News has access to about 70 databases. To librarians, this is like a kid in a candy store, but to users, it is TMI—Too Much Information! Users have a hard time remembering their passwords or the search interface, so they use Google. Database subscriptions account to 75% of the library's shrinking budget; therefore to provide a rationale for renewals, it is imperative to demonstrate ROI. Federated search plays a large role in helping to do this. End users can get quickly to the information they want, saving them time and increasing their effectiveness, which helps to justify the subscription costs.

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Paul Levy, CEO, Deep Vertical

The boundaries of federated search, vertical search, news search and standard web search are merging. The industry needs to focus on improving the users front end toolset to better manage the vast depth of information that the search industry has created. Being first to bring out a product is not necessarily an advantage. There is a certain "aerodynamic advantage" in following the leader and learning from infrastructure problems they might have.

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Peter Noerr, CTO, Muse Global
PowerPoint Presentation Available

Federated searching is an exciting growth area in searching and is gaining prominence in almost every search tool. It offers immense coverage, strong results refinement, and saves considerable time. Opinions as to its maturity and value differ; Noerr presented contrasting opinions on both sides of these questions.

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Jerome Pisenti, Chief Scientist, Vivisimo
PowerPoint Presentation Available

Federated search is all about whether searching provides the correct answer to the end users. Users do not care about the details. Vivisimo's approach is to provide innovation and simplicity to the user experience, including flexibility in technology and control, and then deploy the capabilities rapidly (days or weeks, not months and years). Google is not federating search; they are an aggregator. They are building a massive database, but it is not a challenge to federated searching. Federated searching is a "just in time" activity; Google is "just in case". Google provides a valuable service— if they index something, users can find it.

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The Business Case for Federated Search
Lesley d'Almeida, Product Manager, CSA
PowerPoint Presentation Available

CSA's mission is to enable researchers to be more effective by expanding and expediting discovery, aiding the management and organization of quality information relevant to their research, and providing tools to assist them in disseminating their information. Initially, CSA was skeptical, suspicious, and scared of federated searching, but they could not ignore market trends and decided to take a risk. Illumina, a feder-

ated search platform, was developed in partnership with Muse Global. Problems faced were an underestimation of the technical level of effort that was involved and the longer sales cycle.

CSA is now a firm believer in federated search and is confident of its benefits. They found that their platform was leveraged, usage was increased, and customers were satisfied. In 2006, they won a CODIE Award for the best integration of content into an application.

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Bookmarks, Histories, and Tags: What's Next for Professional Searchers?
Nigel Hamilton, CEO, trexy.com
PowerPoint Presentation Available

An enormous amount of today's available information is hidden from the user because search engines do not index it. This is called the "Deep Web" or "Invisible Web". There is also a large amount of "buried treasure" for users if it can be found. Likewise, there is a large amount of useless information. Users try to keep track of their treasures using devices such as bookmarks, histories, favorites, tags, and social bookmarks.

The sins of search are lust, vanity, and sloth. We need to help users who are lazy to still get good information. We have the record in the common Web, but do we have "trailblazers", those who find delight in the task of establishing useful trails through the enormous mass of the common record? How do we typically blaze a trail? First we consult our memories to see if we know the answer or how to find it. When that fails, we look for the answer ourselves, and then we ask a Trailblazer. If they do not know the answer, then we become the trailblazer. This is the cycle of search.

Systems such as Flickr, Furl, and del.icio.us give users the ability to add their own tags to their items. But tagging takes time and is difficult to do well. Tags can be inaccurate and misleading, and they suffer from user bias. Tagging can also be misused, as was done by spammers trying to increase the raking of their articles in hit lists. Trexy has expanded on tagging and has developed the concept of "trails"—remembering the sites accessed by the user (or others) in searching for information. Then, when the user wants to find the information again, he/she can simply jump to the end of the trail and by-pass the time-consuming intermediate steps. Trexy does not require the user to tag items or remember the search steps used to arrive at the answer. It uses keywords to automatically create tags to label the information. In this way, Trexy functions similarly to the Memex described by Vannevar Bush in his seminal article published in 1945.

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Web 2.0 the Next Generation? Are You Serious? We Have Been Doing This for 40 Years!
Jean Bedord, President, eContent Strategies
PowerPoint Presentation Available

Each group of people involved with search has its own jargon and its own technology. It is a major challenge to understand the different groups. We hear much about "2.0" today, but is there anything that is really new? For example, one can write a book review and post it on Amazon, and it will appear immediately. But the fundamental process of communication is no different than in the days of printed reviews in *Library Journal*. The concept of reusing and repackaging content has been common in the publishing world for years. But 20-year olds today relate more to "mashups" and "remixing" rather than "derivative works".

In the area of search engines, choosing one is just choosing a URL. Search may mean many things to many people, but it is really just about findability of the content and relevant answers. And Web search engines have recently discovered "saved searches", but these have been with us in the library world for a long time and were originally called "SDIs". And what are folksonomies, tagging, ontologies, and thesauri? They are all a form of classification which has been taught as cataloging for many years.

Technology has obscured basic business practices that have remained the same over time. The real challenge of Web 2.0 is still creating and selling content. The technology has changed, and so has the jargon, but the basic functionality is still the same.

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Content in the Emerging World of Digital Natives
Matthew Hong, VP and General Manager, Open Web Markets, Thomson Gale
PowerPoint Presentation Available

The traditional business-to-business-to-end user model has a human sales force, and an enterprise customer who is not the end user. This type of business model has caused some companies to have less than ideal knowledge of the behavior of end users of their products and services. The open Web model has an Internet sales channel and sells directly to the end user with no intermediary at the enterprise model. Movement to this type of business model requires an increased emphasis on the end user.

End user markets can be segmented into digital immigrants and digital natives. Immigrants were not born into the digital world but have learned about it. Natives were born into the digital world and have grown up with it. The world of digital natives is no longer emerging; it is here and is a signifi-

cant segment. Natives and immigrants exhibit very different behavioral characteristics.

Although the components of the traditional value chain are still applicable, the makeup of each component is shifting. For example, content is shifting from authoritative to user-generated, search tools are moving from directories to personalization and tagging, and traditional content offerings have failed to integrate themselves satisfactorily into today's Internet-dominated workflow. Information providers must continue to focus on and develop core competencies and differentiators.

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Interview
Paul Gerbino, VP, Thomas Publishing

The Internet has changed the world, and it is now a bigger world. Even though we have profitable businesses, we must change them and perhaps even stop them. The *Thomas Register* was an excellent business, but today, print creates the impression of being old fashioned. In today's world, you must have content that people will pay for. The main Thomas site now has over 2 million visits/month, and revenues from it are up 35%.

What do you do after the user has arrived at the site? There must be a rich store of data behind the landing page (which is not necessarily the Home Page). How can users be attracted to the data? Links help the user get to the data, so they will bookmark the site. Thomas has converted 22% of its visits to action off the site. RSS is responsible for 10% of the views and is a revenue generator.

Content must be repurposed for users. Vertical pages do not display well on horizontal screens! We must accommodate to new uses of content.

Do we see search engines as friends or foes? Will Google control the world's information? Content producers will still be able to generate content that Google cannot. This is the distinction between premium content vs. free. Very specialized searches go on in the Long Tail. The more you can open your content to the marketplace, the more successful you will be. To see where the market is going, just take a walk around a college campus.

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Vertical Search: Embracing the Internet's Content Delivery and Revenue Generating Opportunities
Ruth Koolish, President, Information Sources

Ruth formerly produced a database, SoftBase, that was marketed through aggregators. As a small entrepreneur, she did not have the resources to engage in extensive marketing efforts and was thus dependent on the aggregators. Moreover, she had to share the revenues with them. However, as their market share dropped, so did their marketing budgets and hence the exposure of SoftBase. So Ruth created a new Web-enabled service, TecTrends, which gives her all the revenue. The Internet has made it possible to market to and reach many more customers. For a demonstration of TechTrends, visit http://www.tectrends.com.

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The Future of Vertical Search: Creating Communities Beyond the Content
(Panel moderated by *Barry Bealer*, Really Strategies)

Jeffrey Dearth (JD): CEO, Vertical Search
Howard Ko (HK): CEO, Infocious
Julian Steinberg (JS): Informed.com

What is the definition of Vertical Search?	
JD:	It is 2 miles wide and 25 miles deep. Human intervention is needed to choose sites for vertical search. In one sense, all searching is vertical.
HK:	Getting people to what they are looking for faster.
JS:	Metasearch for the niche. Layers of information on top of existing information to make retrieval easier.
What are the challenges for B to B publishers getting into the vertical search community?	
JD:	Scale and monetizing by advertising.
JS:	Getting publishers to accept the idea that they must link to content, and even to competing sites.
HK:	We need an easy solution to implement. There is strength in numbers, so we must partner with others having the same content.
JD:	Stickiness on the site. How to build user content produced by experts.
HK:	Publishers are starting to recognize this because their renewal rates are dropping.

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DEBATE

Do We Need Taxonomies?
(Moderated by *Tom Hogan* (TH), President,
  Information Today)

Marjorie Hlava (MH): President,
  Access Innovations
Patrick Spain (PS): CEO,
  HighBeam Research

PS:	Taxonomies are good in the background, but they are not an interesting topic for consumers and are not needed.
MH:	You must have them in the background to get full retrieval from search terms.
PS:	But search engines will bring up any article on a subject that has the terms. Users should not have to care about a taxonomy and do not need a hierarchical term structure.
MH:	The hierarchical structure is only one view of a taxonomy. A search will not work if the term is not in the article but only a synonym is. We do not need to have the taxonomy accessible by the users, but it must be in the system somewhere.
PS:	You could use a "more like this" feature.
MH:	But you need a taxonomy for that to work properly.
PS:	Taxonomies are way too structured for most people.
MH:	"More like this" gives only a 50% improvement on the search.
PS:	That is good enough for most people.
MH:	NOT!
TH:	We found that attendees at our Taxonomy Boot Camp conference last spring were mainly corporate types using internal information. Applying a taxonomy to this type of information is very expensive and labor-intensive. How do you justify the expense?
MH:	People are confused. There are many tools to help the process now, and it is not so expensive any more. Many terms from the

	taxonomy can be applied automatically.
PS:	Why spend the money? The alternative is tagging, with no hierarchical approach. Automatic tagging is too hard to do and makes mistakes. In social tagging systems, the users do the tagging.
MH:	One of the areas where it would be good to start using taxonomies is a response to the glut of full text that is not already tagged.
John Blossom:	Taxonomies work for finite collections and if you have a small retrieval set. Faceted navigation seems to work better at narrowing down the search.
MH:	Faceted navigation is really a fielded search, where you must have applied codes and field tags. It will not work well on sets over about 5,000 records. Maintenance of a taxonomy takes only about 2 hours/month if you have search logs to help you identify problem areas.
PS:	Doctors, bankers, lawyers, and scientists need perfect answers. Most of the rest of the consumers find that 50% retrieval is good enough.
MH:	In my experience, most people say that 85% is good enough.

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KEYNOTE ADDRESS

Delivering Content to Mobile Devices
Tony Philipp, CEO UpSnap
PowerPoint Presentation Available

UpSnap, a leader in mobile search and live mobile entertainment, provides a platform for content delivery and integration to all mobile devices in the U.S. Offering compelling premium content from major brands, UpSnap has over 2 million subscribers who access such services as free directory assistance information, news, weather, sports scores, as well as free streaming audio entertainment from over 150 radio stations.

UpSnap's customers can rent headsets at a racetrack and listen to the drivers. Their cell phone users can also listen from anywhere on their phones. This is a repositioning of content for which users are willing to pay. There are nearly 1.8 billion wireless users in the world, and cell phones have a reach never seen before. More people have cell phones than landline phones, and by 2010, it is estimated that there will be 3.9 billion subscribers, or about half of the world's population. In the U.S., there are 208 million subscribers, and in the past 18 months, wireless subscribers grew by 25 million, which is the highest annual growth ever. Europe is the most mature wireless market, with a 96% penetration rate, followed by Japan (79%) and the U.S. (69%). Almost all of today's cell phones are SMS (short message service) enabled. SMS is the first truly cross-media platform; usage and revenue are exploding, and are expected to exceed 10 billion messages and $430 million per month.

The major driver of higher wireless revenues will be data rather than voice. Data revenues are forecast to reach $150 billion in 2008, with 47% from data downloads and content streaming, and 53% from messaging. According to a recent study in *I-Newswire*, 30% of small and medium sized businesses plan to use SMS in the next 12 months. Opt-in SMS marketing campaigns have a much higher response rate than other channels, with up to 70% response rates. In April 2005, 26 million wireless subscribers

accessed wireless news and information. About 165 million U.S. adults have SMS-enabled devices, and 27% of them have used the text message feature within the last month. 36% of those aged 18 to 24 send 36 or more messages a week.

UpSnap's services address this huge and growing market with an array of services that leverage their intelligent query technology: Free 411, airline information, horoscopes, weather, jokes, and more. The ubiquitous reach of cell phones has made the market take off. People will pay for the same information on their phone that is free at home. Because people always have their phone with them, this is on-demand information anywhere. Content providers must educate users to sell their services. Many of UpSnap's services are free to the customer, and when the user accesses them on their cell phone, the provider is called automatically and connected with the user. The providers pay UpSnap for this service, and the users are happy because the service is free from their viewpoint. UpSnap is bring mobile search and entertainment to users anywhere.

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Vocabulary and Taxonomy Standards
Marjorie Hlava, President,
　　Access Innovations
PowerPoint Presentation Available

Taxonomies help in vocabulary control by defining terms and distinguishing between equivalent synonyms. Identifying and retrieving content objects depends upon a well constructed indexing language. Precision is improved by defining the scope of terms, and recall is improved by allowing different terms for the same concept. Facets are a bottom-up approach to organization and are useful in developing areas, interdisciplinary fields with multiple hierarchies. Interoperability of taxonomies allows index-ing using a single vocabulary, which leads to federated searching. NISO Z39.19 is a standard for controlled vocabularies. Other standards provide guidelines for the establishment for thesauri in one or more languages.

Semantic networks are used to cluster terms from many sources and create an underlying structure that all sources can map to. They use lexical databases containing terms from many vocabularies to create clusters of concepts and allow many kinds of relationships. Areas to watch include W3C and ISO areas, Web 2.0 activities, and the WSDL (Web Services Digital Library). Standards for vocabulary now come from many places, and there are 19 main ones to watch. A current standard compliant thesaurus can probably be implemented in the Web 2.0 arena.

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ARE THERE REALLY NEW WAYS TO MAKE MONEY FROM THE WEB?

(Panel moderated by *Bill Burger*, VP Marketing,
　Copyright Clearance Center)
PowerPoint Presentation Available

Today is not 1999 redux; competitive advantage is short-lived, and *every* business model is vulnerable. The Digital Native generation will be joining the workforce before we know it.

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Beyond Conceptual Mapping
Tom Hargis, VP Sales and Marketing,
　YellowBrix
PowerPoint Presentation Available

Paragraph by paragraph matching is very extensive. Conceptual mapping takes analysis from the macro to the micro level—from full page analysis to paragraph by paragraph analysis. Most search engines are currently providing the macro view and are

not truly contextual. True contextual analysis allows advertisements on pages not presently carrying ads, and the ads can be relevant to the articles displayed. It is difficult to monetize ads, so they must be targeted correctly as electronic delivery of content replaces print content and ad revenues replace those from print. We need a much greater velocity of content moving around. Do things and experiment, and do not be afraid to terminate experiments if they do not work out.

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Elisabeth Osmeloski
Managing Editor, Search Engine Watch

Search engines are in the content accessibility business. Their long-term generated traffic will convert to sales. Content is king on the Web—do you really have the best? We need to realize that Google is not the enemy.

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Google Makes Strange Bedfellows
Rich Burke, Executive Director, Statewide California Electronic Library Consortium (SCELC)
PowerPoint Presentation Available

SCELC, founded in 1986, works with over 90 private academic and research libraries throughout the state to license electronic resources, share information and expertise, and provide reciprocal borrowing and interlibrary loan cooperation among members. Licensing is SCELC's major activity, making premium content affordable for smaller libraries. The operation is financed via surcharges to subscriptions.

Libraries are adopting new technologies to disseminate information such as social networking and podcasting. Some publishers, such as Nature, are doing likewise, maintaining their business model while branching out to accommodate open access, blogs, and other interactive forms of communication. However, we all know that most people start their searching with Google, not a library or commercial research database.

Are libraries and/or publishers headed the way of Polaroid, record stores, classified newspaper ads, and travel agents? We all know that the Internet and digital information have changed so many things: newspapers, radio, music distribution and more. What is to stop the same thing from happening to libraries and their electronic information providers? Libraries do not want to be reduced to dusty storehouses of knowledge, replaced by the almighty Google keyword search. Publishers need to protect their revenue stream to survive and prosper, so they must consider libraries as their allies. Both publishers and libraries perceive Google as a threat to their existence, so consortia need to be able to negotiate with publishers for their resources so that they're more affordable for libraries.

Are we being fair in discounting the skills of the so-called masses? Look at the success of Wikipedia. Might new approaches to peer review and impact factors emerge to make the new scenario work satisfactorily? Maybe one new approach that takes hold is Open Access.

We must realize that higher education provides a context for teaching higher level research skills to students, and it produces much of the essential research that drives our economy. Universities operate in an environment that values premium content and makes it available for free to its students and faculty and that generates, needs, and uses "deep web" material.

In a possible new publishing scenario, Google could purchase content rights from

large publishers and make it available to all, with access financed by advertising revenue. The problem with this picture is that libraries and consortia are eliminated, and a number of valuable functions are lost. In today's environment, through their negotiation activities, they perform the valuable role of pushing publishers to implement new technologies for access. In the new scenario, they would be replaced by advertisers and Google as the key stakeholders, and organization of the data through taxonomies would be replaced by Google's simple keyword access. Libraries would lose the input they currently receive from their advisory boards, and consortial business models would be disrupted, leading to a decline in subscriptions as the influence of libraries declines. Higher education also loses because libraries and faculty take the task of educating students how to do research seriously. Advertisers could become the gatekeepers of the access to information. They could even dictate what is made available, especially if advisory boards became dominated by advertisers instead of librarians.

Do we truly want a purely market-driven information space, where the voices of the higher education research community are drowned out by what is popular? If Google obviates the need for direct access to content via proprietary search interfaces, do we need publishers? In the new world of information, brokering full bandwidth access to information could become paramount. If content is king and publishers are no longer needed, libraries and universities could go to directly to the authors to obtain content and negotiate with Google or another search engine to make it available. Libraries might become the filters to help people find quality information, much as they do today.

We are indeed in a whole new world. Here are some possible things publishers and libraries should consider going forward:

- Know your customers and meet their needs better than a general tool like Google.
- Build on the strength of your content, in context.
- Specialized databases will likely persist even in this environment.
- Adapt new technologies to your product, keeping pace with what's hot in the Internet world.

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