



Futures for Academic Libraries

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University of Manchester, 24 June 2008

Public Goods

Public good (Samuelson):

“Each individual’s consumption of that good leads to no subtraction from any other individual’s consumption of that good.”

Jefferson on information

“Its peculiar character, too, is that no one possesses the less, because every other possesses the whole of it. He who receives an idea from me, receives instruction himself without lessening mine; as he who lights his taper at mine, receives light without darkening me.”

“Inventions then cannot, in nature, be a subject of property.”



The library provides . . .

Access

Reliability

Provenance

Authority ?

All of which are essential for scholarship



Publication and Scholarship

**Ideas must be conveyed
to qualify as ideas.**

Books

Polls

Experiments

Statistics

Reports

Articles

**And those ideas need to be in libraries
so that others can access them.**

Libraries and scholarship

Scholarship →



→ **Scholarship**

Some economics of libraries

**You are
here**





Libraries as local public goods

**If you are going to have a university,
you are going to have a library.**

**(If you are going to have anything where you
need to keep information in places where it
can be reliably reused, you are going to have
a library.)**

What does this mean?

Cost for users: relatively low

- Time
- Research
- Travel

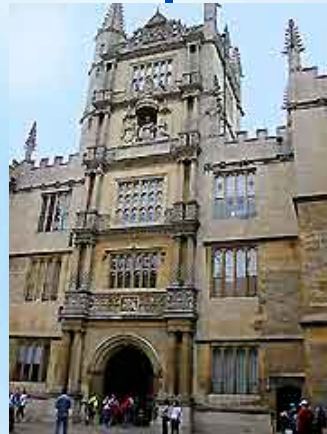
Cost for libraries: relatively high

- Building
- Infrastructure
- Maintenance
- Staff
- Acquisitions
- And on . . .

Digitization can change it all



You are here



Once Upon a Time, Printing...



Was expensive, and Publishers, librarians, & tenure review committees were happy.



Now it essentially costless, and everyone is miserable.



Making and Distributing Copies...

**Was also once expensive and is now cheap,
and woe is us.**

What's wrong with this picture?

**The business model no longer fits the
business(es).**



Cheap copying ought to help

Publication facilitates collaboration, standing on the shoulders of both giants and pygmies, which is the fundamental method

And new information technology greatly reduces the cost of publication, improving access across time and space . . .



A fact about our world

Except for the most arcane materials and users, that which is not available online will simply not be read.

Print versus electronic

Google™
Book Search BETA

Search Books

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Academic/research

2. Choose a search set

General Interest

Arts

Business +
Economics

Engineering

Government Info.

Health Sciences

Humanities

News/Current Events

Science

Social Sciences

Kresge Library
Business School
resources. ...

1. Enter word(s):

Example: marx and economics
cancer or neoplasm or carcinoma

2. Choose a search set

General Interest

Arts

Business +
Economics

GO

Engineering

Government Info.

Health Sciences

Humanities

News/Current Events

Science

Social Sciences

Kresge Library
Business School
resources. ...

Information/Artifact

LexisNexis

Search Terms: **hearing** - [Edit Search](#)

Result List Expanded List KWIC **Full Document**

Document 3 of 1470.

CIS/Index
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CIS

TITLE: [Global Security Assessment]

CIS-NO: Not Yet Assigned
SOURCE: Committee on Armed Services, House
DOC-TYPE: **Hearing** [Retrieve selected transcripts](#)
DATE: July 11, 2007.
CONG-SESS: **110-1**

SUMMARY:
Hearing to assess global security issues and threats (CIS Abstract Not Yet Available).
[This temporary record references a Congressional **hearing** not yet published by GPO. CIS Index record when/if the **hearing** in question is printed.]

CONTENT-NOTATION: House Armed Services Committee pre-publication **hearing** mate

DESCRIPTORS:
INTERNATIONAL RELATIONS; SECURITY; MILITARY FORCES ASSESSMENTS

WITNESSES REFERENCED IN DAILY DIGEST:
FINGAR, THOMAS. (Deputy Director, National Intelligence, Analysis, Office of the Dire

Advanced Papyrological Information System, UM

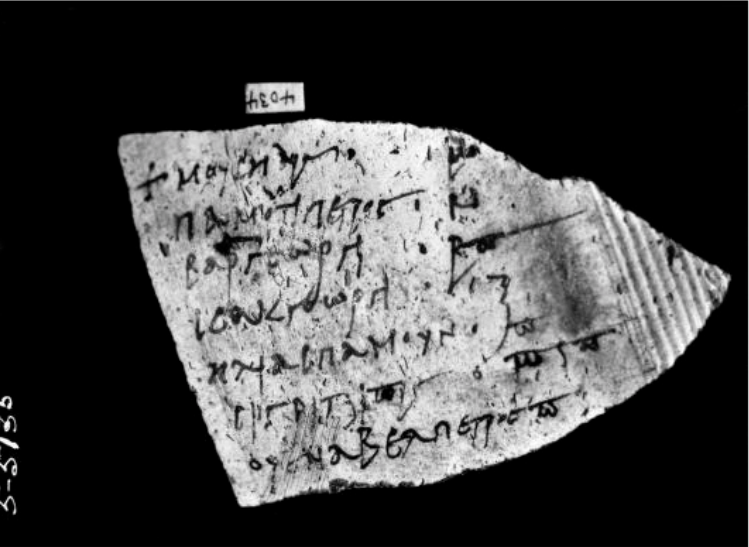
full-image description other views

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size

Select a zoom option by clicking on the + or - icon



download to your computer as 4034O_apis.JPG

Libraries are worth a lot

Google Checks Out Library Books

The Libraries of Harvard, Stanford, the University of Michigan, the University of Oxford, and The New York Public Library Join with Google to Digitally Scan Library Books and Make Them Searchable Online

MOUNTAIN VIEW, Calif. - December 14, 2004 - As part of its effort to make offline information searchable online, Google Inc. (NASDAQ: GOOG) today announced that it is working with the libraries of Harvard, Stanford, the University of Michigan, and the University of Oxford as well as The New York Public Library to digitally scan books from their collections so that users worldwide can search them in Google.

"The libraries of Harvard, Stanford, the University of Michigan, the University of Oxford, and The New York Public Library Join with Google to Digitally Scan Library Books and Make Them Searchable Online."

of the University of Michigan.

For publishers and authors, this expansion of the Google Print program will increase the visibility of in and out of print books, and generate book sales via "Buy this Book" links and advertising. For users, Google's library program will make it possible to search across library collections including out of print books and titles that weren't previously available anywhere but on a library shelf.

Users searching with Google will see links in their search results page when there are books relevant to their query. Clicking on a title delivers a Google Print page where users can browse the full text of public domain works and brief excerpts and/or bibliographic data of copyrighted material. Library content will be displayed in keeping with copyright law. For more information and examples, please visit <http://print.google.com/googleprint/library.html>.



. . . Providing we can access the materials.

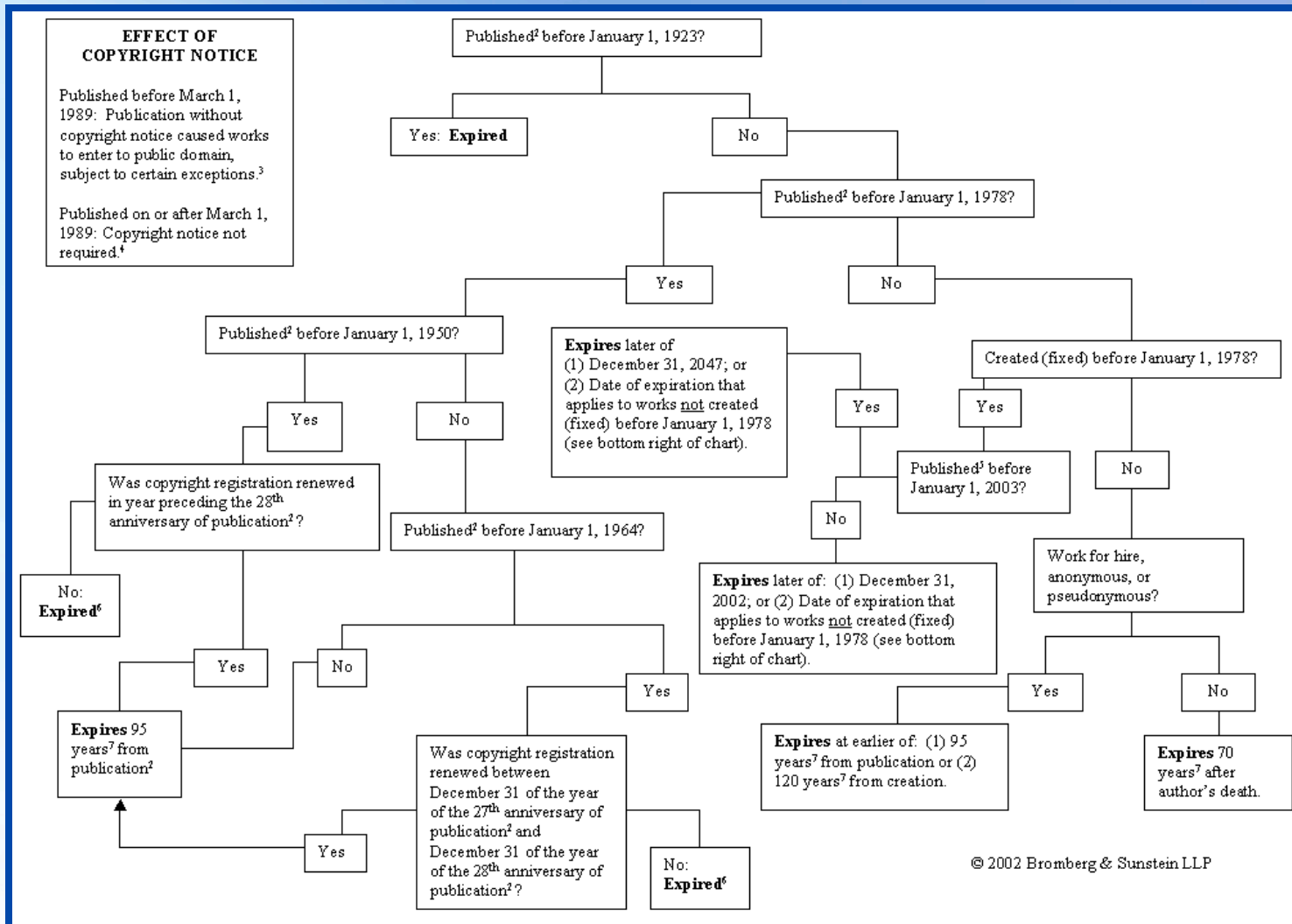
The goal of copyright

“ *The Congress shall have the Power... To **promote the Progress of Science and the useful Arts**, by securing for limited times to Authors and Inventors the exclusive right to their respective Writings and Discoveries . . .* ”

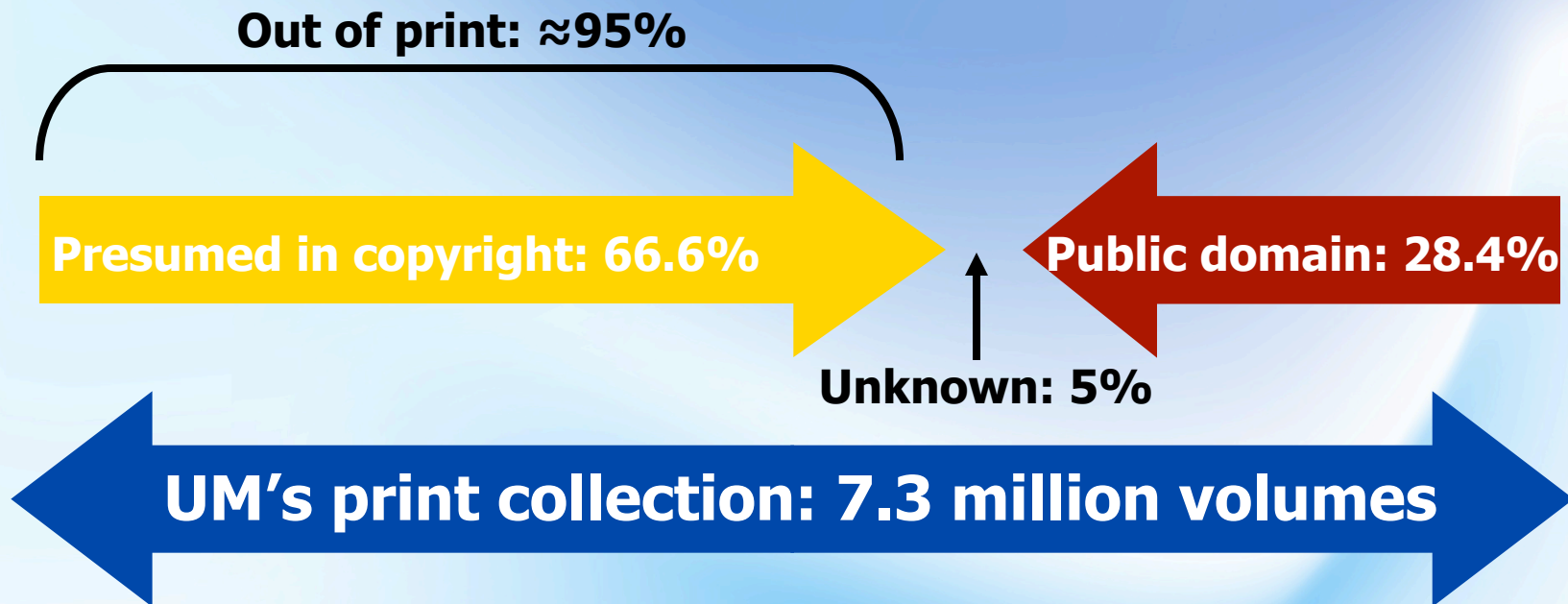
The original requirements for gaining copyright protection (i.e., registration, publication, & limited scope and endurance) were more consistent with “learning” and promoting access than with promoting property.

Copyright

Flowchart for determining copyright status



The street value of copyright



Barriers to research



**IP laws are increasingly acting as fences,
preventing important research from
occurring.**

An example

Project:

documentary on the evolution of video games and gaming culture

Items to be included:

television coverage, commentary, advertisements, clips from games and movies, interviews

And the barriers it hits

Rights to be cleared:

producers, television networks, actors, game authors & designers, game, publishers, advertising agencies, advertising publishers, copyrighted material in games, movie publishers, parent companies, movie directors & producers, subjects . . .

Elements of a solution

Revise individual libraries' missions to exploit the technology

- Sharing and scale
- Local layers on top
- (cataloging as poster child)

Elements of a solution

Digitize wherever possible, and use digital copies wherever appropriate

- Information to Artifact continuum
- PoD in lots of settings

Preserve and curate the old and the new

Provenance and Reliability in Digital Media

- Requires very strong collective institutional commitments from nonprofits.

(Display the treasures)

Teach Scholarly Method (remember the undergrads)



A Provost Walks into the Library...

And wants it to serve the institution, as inexpensively as possible, which means

- **Support Scholarship**
- **Teach School**
- **Save money (could be lots)**
- **Make the place look good**

Keep the Faculty Happy

Demand Demand Demand



And Here's the Big Problem

In the U.S., we don't have institutions that are organized at the scale and scope that the technology allows (except for Microsoft and Google, an instructive tale.)

The institutions that we do have (notably the publishing industry) don't much want to become something else, and why would they? (Schumpeter on creative destruction.)

The university itself is not exempt, but the library is both a likely and a good place to start.

Two Futures

