

progress going on in the areas of information transfer, communications impact (uses and effects), and governmental regulations in the communications and information sectors. Finally, significant developments in the areas of planning and policy by national and international organizations are to be reported upon.

Such a program for any series on the present and future state of communications, within the context of understanding communication processes and technology vis-à-vis improved access to information for "all of the world's citizens," is no small bite, and it becomes particularly hard to swallow when the first taste from a menu "intended for scholars, students, and others" becomes somewhat indigestible. It becomes obvious to this reviewer that volume one, at least, offers little middle ground for comprehending.

On the one hand, there is the "ho-hum" "primacy/recency"-type argument over form-versus-content attributes in the decision to view or not to view TV when that could have been handled more economically; and, at the opposite extreme, the

complex formulas used in measuring retrieval effectiveness (in the context of document or information retrieval) appear overly specialized even for "scholars," not to mention, certainly, "students and others." That both discussions should appear in the same book (and sequentially!) seems to be stretching credulity. But this may be a consequence of the planned breadth of the series and a function of the scheduling of writers and essays; perhaps future volumes may well even things out.

The very first chapter of the book, which deals with the search for basic principles in the behavioral and communication sciences, serves a useful purpose, particularly if considered from the vantage point of being an interactive and dynamic process through which one discipline's theory and research may benefit another. This chapter discusses the fundamental concepts of human information processing, problem solving, knowledge utilization, and information input overload.

Equally provocative is the chapter on development theory and communications policy, which in itself is so new as to elude definition, scope, and methodology. But the search for an integrated approach to communication planning should entail an analysis of the work that has already been carried out by the leading thinkers in the field if a developing nation is to make the most reasonable choice in communications technology and policy for its own situation.

One of the strengths this volume communicates is the consistency of organizational format, chapter to chapter. Each begins with a complete contents/outline on its title page; is generously illustrated with charts, graphs, or formulas; has clear and precise subject headings; and concludes with adequate, if not extensive, reference sources. Finally, the author and subject index for the volume appears to be usefully constructed.—*Mary B. Cassata, State University of New York at Buffalo.*

Requiem for the Card Catalog: Management Issues in Automated Cataloging. Edited by Daniel Gore, Joseph Kimbrough, and Peter Spyers-Duran. *New Directions in Librarianship*, no.2. Westport, Conn.: Greenwood Press, 1979. 200p. \$17.50.

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Although these papers were prepared for a conference held in 1977, they are still up to date. In fact, librarians appear to have done very little in the time since to prepare themselves for the non-card catalog or AACR 2. One of the best things they could do now is to read this book.

It does not provide a do-it-yourself kit for producing a new catalog, nor does it address nuts-and-bolts issues. Librarians have, however, always been inclined to neglect underlying principles, and the various authors do remind us forcibly that in this new age nothing less is required than a complete review of the rationale of the catalog.

Foremost among these concerns are: the definition of the data base, reconsideration of its contents, reevaluation of its public shape, and rethinking of the ways in which it is produced and maintained. Together these concepts could mean, if properly understood and applied, a revolution in librarianship, since they imply a totally new way of looking at bibliographic data.

The distinction drawn by Brett Butler between resource and collection data bases is basic and needs to be understood by anyone proposing to set up an alternative catalog. It also enables the functions of utilities and libraries to be separated clearly in library thinking, a severe lack in most current network planning. Coupled to this is the vital fact pointed out by Michael Malinconico that for the first time we have gained control over the shape of the catalog. If on-line or COM catalogs can be manipulated and erased or disposed of, the rigidities created by the 3-by-5-inch card should no longer be seen as the controlling factors. The standard message may be MARC, but its public format can be as variable as is necessary because change no longer means changing thousands of cards.

Sanford Berman adds to this a plea to use the flexibilities of automation to produce locally what is needed locally, and the argument is hard to counter, though its application is possible only if the premise of data flexibility is accepted. Peter Spyers-Duran and William Axford discuss the issue of management, one from the perspective of personnel, the other from the perspective of planning. Both insist that the changes librar-

ies face require superior management of a kind not readily found to date. It is indeed questionable whether muddling through will suffice.

Henriette Avram provides her usual incisive statement of national needs. Glyn Evans provides a useful analysis of network-library-utility problems by critiquing the role and accomplishments of OCLC. Neither, however, addresses the problems of local data needs, whether for an individual library or for a regional group of libraries, and this may well be the crucial issue in the future of bibliographic utilities. Nor do they more than touch on the question of internetwork access. If these problems cannot be surmounted, neither the flexibilities of COM nor the commonalities of MARC will save us.

Among the more practical papers, the analytical study of the Los Angeles County Public Library catalogs makes outstanding reading. Mary Fischer's presentation should encourage other libraries to undertake similar analyses. Robert Blackburn presents again in convenient form a summary of the Toronto experience. Since the decision on whether and how to convert a shelflist is a critical one, it would have been of greater assistance if John Kountz had not couched his contribution in such an arch tone. He had some good things to say but has disguised them well.

In somewhat the same vein it is regrettably necessary to say that most of the figures are practically meaningless. The graphs are too sketchy and the legends do not explain their purpose adequately, which is a pity in an otherwise attractive book.

All catalogers and administrators should read and ponder this book, using the concepts to avoid getting mired in the largely irrelevant "practicalities" of how to convert to AACR 2 and COM.—*Murray S. Martin, The Pennsylvania State University, University Park.*

Columbia University. Oral History Research Office. *The Oral History Collection of Columbia University.* Edited by Elizabeth B. Mason and Louis M. Starr. New York: Oral History Research Office, 1979. 306p. \$22.50. LC 79-11527. ISBN 0-9602492-0-6. (Available from: Oral History, Butler