

ters" from professional associates which produced a clear consensus—and it was "not in the first instance financial." Besides outstanding personal characteristics, the expectations were for a genuine understanding of the library's missions in higher education, a clearer recognition of the librarian's acceptance as a peer in the educational enterprise, and a reliable flow of communication and consultation.

As this volume asserts, and as Moffett quoted President W. Robert Parks of Iowa State University, the library's needs "must become the shared concern of every scholar and every department on this campus, we must each of us make it our own individual business." To this statement, Moffett and each library director in the country will say, amen.—*David C. Weber, Stanford University.*

Strategies for Meeting the Information Needs of Society in the Year 2000.

Comp. by Martha Boaz. Littleton, Colo.: Libraries Unlimited, 1981. 197p. LC 81-11751. ISBN 0-87287-249-1.

Projecting future trends and developing strategies for solving perceived library and information science problems has been a major preoccupation of many a writer in our field. Frequently, however, such projections have been narrow in scope in the sense that they encompassed only specific technologies, dealt only with specific media, specific types of information services, specific institutions, or reflected the unique vantage points of single individuals. Moreover, the projections often lacked the essential interconnections or syntheses required for the integrated assessment of both the sociopolitical and technological factors affecting the future provision of information services.

Martha Boaz, research associate at the Center for the Study of the American Experience at the Annenberg School of Communications and former dean of the Graduate School of Library Science, University of Southern California, has done an admirable job in selecting and organizing a number of manuscripts which, in their totality, provide an excellent overview of the information problems that we may encounter in the not too distant future. Plan-

ning is suggested and solutions are offered which are available to us now and will be available to us in the decades ahead.

Fourteen manuscripts (two of which are reprints) emphasize major aspects of information technology, overall user needs, information economics, networking, legal, social, ethical, and regulatory issues. The contributed papers deal in depth with one or more aspects of such topics as telecommunications and value systems (R. Byrne, J. E. Ruchinskas), information and productivity (V. E. Giuliano), user needs and societal problems whose resolution require information services (B. Nanus, P. Gray, J. Naisbitt), library and information service networks, including political, legal, and regulatory factors (A. F. Trezza, R. Turn, H. L. Oler, R. Weingarten, P. Zurkowski), the role of the author in the information society (W. I. Boucher), and expected advances in computer, video, and communications technology (H. S. McDonald, M. Boaz). Through judicious selection and grouping of the contributions, by providing also an introductory review paper, biographical sketches of the authors, and by also providing a summary of conclusions and recommendations, the compiler has made the volume coherent and valuable.

In publishing this worthwhile contribution to the literature of the field of library and information science, it is regrettable that the publisher prints this legend on the verso of the title page: "No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher." Were we to adhere fully to this spurious admonition, our present and future information needs would hardly be met.—*Irving M. Klempner, State University of New York at Albany.*

Stevens, Norman D. *Communication throughout Libraries.* Metuchen, N.J.: Scarecrow, 1983, 195p. \$14.50 cloth. LC 82-10502. ISBN 0-8108-1577-X.

In 1981 the ARL's Office of Management

Studies, in its Occasional Paper Number 6, produced a succinct checklist of suggestions for library managers interested in building and maintaining an effective internal communications system. In this sixth volume of Lowell Martin's useful Library Administration Series, Norman Stevens provides a comprehensive elaboration of that checklist (which he includes as an appendix). He's got a helpful bibliography and a philosophical starting point: good communications require an open, free-flowing process that deserves the care and attention of all the members of an organization, not just the chief administrator. Although he treats communications as a specific undertaking, he recognizes that it does not stand alone, but is an essential element pervading all aspects of library administration. He illustrates this by reference to virtually every kind of organizational media, formal and informal, internal and external, from annual reports to the office grapevine.

As important as communication is, and most successful library administrators would agree its importance cannot be overstressed, it remains, as Stevens says, "an amorphous process which is difficult to define in detail and even more difficult to evaluate. It is a process which almost always seems to be in need of improvement." Not only is there never adequate information in an organization such as a library, there is no guarantee that good communications, even when they exist, will actually achieve positive results.

Sometimes, the amorphous nature of his subject seems to overwhelm Stevens himself. His chatty and descriptive approach becomes enumerative and, in the end, somewhat repetitious. Indeed, he may have failed to heed one of the most fundamental requisites for effective communication: knowing with whom you are communicating. It is not clear that Stevens ever really decided whether he was writing this book for the student preparing for library administration, or the conscientious manager trying to get his act together. In any event he left this reader wishing he had given us less of an abstract presentation and been more specific in his analysis of what works well and what

does not. For a writer known for his wit and style, it is disappointing not to find him getting at what makes for good style in effective communications—a concern he skirts altogether.

His book is most helpful when he occasionally departs from the generic, as he does, for example, in reproducing excerpts from a 1980 memo from one of his own University of Connecticut staff members about whether, and how, to produce an in-house newsletter. Some of his borrowings, however, are less inspired. In attempting to suggest how to go about analyzing the effectiveness of a library's communications, he chose to reproduce examples of questionnaires and survey instruments of others (including a communications audit prepared for professional engineers more than thirty years ago) rather than assimilating these materials and going on to create an instrument specifically designed for librarians.

It's a good book, but Stevens demonstrates the paradox about communications he himself has pointed out: even

Heritage on Microfilm

Rare and out-of-print titles and documents on 35mm silver halide microfilm.

- French Books before 1601
- Scandinavian Culture
- 18th Century English Literature
- Victorian Fiction
- Literature of Folklore
- Hispanic Culture

Send for catalog and title information today.



GENERAL
MICROFILM
COMPANY

70 Coolidge Hill Road
Watertown, MA 02172
(617) 926-5557

when it's good, it is not enough.—*William A. Moffett, Oberlin College Library.*

Lynam, Peter, Slater, Margaret, and Walker, Rennie. *Research and the Practitioner: Dissemination of Research Results within the Library-Information Profession.* London: Aslib, 1982. 83p. ISBN 0-85142-163-6.

This slim volume reports on research sponsored by the British Library Research and Development Division (BLRDD) to discover the: "extent of awareness of ongoing research amongst practitioners; their attitudes towards research (and reasons for holding them); assessment of the utility and relevance of research to their day to day work; the kind of research that ideally they would like to see in progress." It builds on two earlier and related BLRDD-supported studies—one on the dissemination of research to library educators and one on the dissemination practices of researchers. Marketing concepts and terminology are used throughout.

The report describes responses to a questionnaire mailed to 1,950 library-information workers selected from three sampling frames: the membership of Aslib (the Association of Special Libraries and Information Bureaux), the membership of the Institute of Information Scientists, and the Library Association (Great Britain). Chapter 2 summarizes results succinctly in one or two paragraphs devoted to each of the remaining chapters of the report which are: the potential audience for research; participation in professional groups and activities; reading habits; use of the professional literature; the practitioner as researcher and author; how practitioners hear about research; awareness and evaluation of research. A final chapter called "Let Them Speak for Themselves" provides verbatim comments.

The potential audience for research was segmented in three different ways: by current employment (industry, commerce; central government; societies, associations; local government; education), by extent of experience (six categories beginning with "under 3 years" and ending with "over 20 years"), and by qualifications (none, Library-information only,

other (subject) only, dual (library-information and other). These variables were correlated with responses on all other topics. Current employer is the one which revealed the greatest number of significant differences among respondents.

Many of the results provide an interesting perspective on the field although they do not relate directly to the dissemination of research. Of those that do so relate, none are surprising but a few seem worthy of mention. Only 27 percent of the practitioners had been involved in research and the involvement usually meant in-house studies rather than generalizable ones. Only 23 percent felt that they were well informed about research and only 32 percent claimed to be "fairly" or "greatly" interested in it.

Although talks at meetings might seem to be a good way to disseminate research findings, learning about research is *not* one of the reasons why respondents attend meetings. In view of reasons why they do not attend, the authors suspect many would cease to come if research were featured. When the various media where one might read about research were considered (secondary services, newsletters, primary journals, research reports, theses) the journal article was easily the most popular. This remained true even when informal means of learning about research were also considered (i.e., various forms of personal contact). Research reports were not heavily used partly because they are hard to locate. The authors found this a "perturbing finding" since many researchers believe dissemination is completed once they have produced a research report.

The United States has no agency like the BLRDD to exert leadership in matters related to research. If it did, and a similar study were conducted, the results would probably be very similar in the U.S. Researchers interested in disseminating their results and library educators interested in helping practitioners to appreciate research should take heed.—*Mary Jo Lynch, ALA Office for Research.*

Morrow, Carolyn Clark. *The Preservation Challenge: A Guide to Conserving Library Materials.* White Plains, N.Y.: Knowl-