



I L L I N O I S

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

PRODUCTION NOTE

University of Illinois at
Urbana-Champaign Library
Large-scale Digitization Project, 2007.

Library Literature in the 1980s

PATRICIA F. STENSTROM

DALE S. MONTANELLI

Issue Editors

Library Trends



Library Trends

(ISSN 0024-2594)

Editor

F.W. LANCASTER

LIBRARY TRENDS, a quarterly journal of librarianship, provides a medium for evaluative recapitulation of current thought and practice, searching for those ideas and procedures which hold the greatest potentialities for the future.

Managing Editor

JAMES S. DOWLING

Published four times a year, in summer, fall, winter, and spring. Office of publication: University of Illinois Graduate School of Library and Information Science, 249 Armory Bldg., 505 E. Armory St., Champaign, IL 61820. Second-class postage paid at Champaign, Illinois. Copyright 1988 by The Board of Trustees of The University of Illinois. All rights reserved.

Publications Committee

LEIGH ESTABROOK

D.W. KRUMMEL

DEBORA SHAW

Subscription price is \$50.00 a year (plus \$2.50 postage for overseas subscribers). Single issues for the current volume year are \$15.00 (plus \$1.00 postage); all back issues are \$10.00 (plus \$1.00 postage). All foreign subscriptions and orders should be accompanied by payment. Address orders to Journals Department, University of Illinois Press, 54 E. Gregory Drive, Champaign, IL 61820. Editorial correspondence should be sent to Publications Office—*Library Trends*, 249 Armory Bldg., 505 E. Armory St., Champaign, IL 61820.

Indexed in *Current Contents*, *Current Index to Journals in Education*, *Library and Information Science Abstracts*, *Library Literature*, *PAIS*, and *Social Sciences Citation Index*.

Postmaster: Send change of address to University of Illinois Press, 54 E. Gregory Dr., Champaign, Ill. 61820.

PRINTED IN THE U.S.A.

Library Trends

VOLUME 36 NUMBER 4

SPRING 1988

University of Illinois
Graduate School of Library and Information Science

Where necessary, permission is granted by the copyright owner for libraries and others registered with the Copyright Clearance Center (CCC) to photocopy any article herein for \$3.00 per article. Payments should be sent directly to the Copyright Clearance Center, 27 Congress Street, Salem, Massachusetts 10970. Copying done for other than personal or internal reference use—such as copying for general distribution, for advertising or promotional purposes, for creating new collective works, or for resale—without the expressed permission of The Board of Trustees of The University of Illinois is prohibited. Requests for special permission or bulk orders should be addressed to The Graduate School of Library and Information Science, 249 Armory Building, 505 E. Armory St., Champaign, Illinois 61820. Serial-fee code: 0024-2594/87 \$3 + .00.

Copyright © 1988 The Board of Trustees of The University of Illinois.

Library Literature in the 1980s

PATRICIA F. STENSTROM

DALE S. MONTANELLI

Issue Editors

CONTENTS

Patricia F. Stenstrom Dale S. Montanelli	629	INTRODUCTION
Stephen E. Atkins	633	SUBJECT TRENDS IN LIBRARY AND INFORMATION SCIENCE RESEARCH, 1975-1984
Richard D. Johnson	659	CURRENT TRENDS IN LIBRARY JOURNAL EDITING
Joel M. Lee William P. Whitely Arthur W. Hafner	673	ELECTRONIC PUBLISHING IN LIBRARY AND INFORMATION SCIENCE
Paul A. Kobasa	695	SYNERGY, NOT CAUSE AND EFFECT: THE LIBRARY PROFESSION AND ITS LITERATURE
Elizabeth J. Laney	709	LIBRARY SCHOOL CURRICULUM: LIBRARY PUBLISHING
Patricia F. Stenstrom Patricia Tegler	725	CURRENT AWARENESS IN LIBRARIANSHIP
Olha della Cava	741	THIRD WORLD LIBRARY LITERA- TURE IN THE 1980s
Dale S. Montanelli Collette Mak	765	LIBRARY PRACTITIONERS' USE OF LIBRARY LITERATURE
Mildred Vannorsdall	785	THE LITERATURE OF LIBRARIANSHIP IN THE "REAL WORLD," 1976-86

CONTENTS-Continued

Tim LaBorie Ken Garson	805	END USER SEARCH SYSTEMS: ACCESS TO LIBRARY AND INFORMATION SCIENCE LITERATURE
Norman D. Stevens	825	OUR IMAGE IN THE 1980s
Lawrence W.S. Auld	853	<i>LIBRARY TRENDS</i> PAST AND PRESENT: A DESCRIPTIVE STUDY

Introduction

PATRICIA F. STENSTROM
DALE S. MONTANELLI

IN 1979, *Drexel Library Quarterly* PUBLISHED two issues on the "Literature of Librarianship and Information Science."¹ At the time these two issues were prepared, George Bobinski, who edited the issues, noted that very little has been written about the professional literature of librarianship up to that time. Since then more has been written and much of what has been written will be referred to in this issue of *Library Trends*. Our aim in preparing this issue was not to replicate the *Drexel Library Quarterly* issues but rather to build on that framework and expand to new areas. This issue can be broadly divided into three areas: publishing, selection, and use.

The articles by Stephen Atkins; Richard Johnson; Joel Lee, et al.; Paul Kobasa; and Larry Auld reflect the most recent trends in the publishing of the literature of librarianship. Stephen Atkins has reviewed ten years of journal literature to determine which subjects appear regularly and which subjects appear minimally. The patterns Atkins found reflect both the continuing and the changing pressures of the field. Richard Johnson has written about the journal editing process and the selection of materials for journals. Johnson stresses the changes in the library profession and in the technologies available which have influenced this process. Joel Lee continues the theme of technological change and its influence on the publishing of library literature by focusing on the electronic publishing revolution and the impact of

Patricia Stenstrom is Library and Information Science Librarian, University Library, University of Illinois at Urbana-Champaign; and Dale Montanelli is Director of Administrative Services, University Library, University of Illinois at Urbana-Champaign.

library and information science databases on the publishing process. Paul Kobasa, writing from the perspective of ALA publishing's marketing division, describes the influence of the market on ALA publishing decisions and by extension on the publishing of all library literature.

Three very different articles by Elizabeth Laney, Ohla della Cava, and Pat Stenstrom and Pat Tegler examine access to professional literature from different perspectives. Laney, in her article "Library Curriculum: Library Publishing," focuses on the interaction between library education and publishing in the field of librarianship. There is a specific emphasis on how publishing for library education is influenced by changes in the curriculum and how practice in librarianship influences both of those. Ohla della Cava has written a bibliographic review which analyzes the literature of librarianship available from third world sources emphasizing both the richness of these resources and their shortcomings. Pat Stenstrom and Pat Tegler in their article on "Current Awareness in Librarianship" discuss not only the sources available for current awareness but also what is known about the practitioner's use of these sources in accessing the literature.

The third section of this issue of *Library Trends* focuses on the practical use of the literature of librarianship by three different segments of the population. Mildred Vannorsdall introduces this topic with a discussion of the operation and services provided by the professional library at the Chicago Public Library. Dale Montanelli and Collette Mak have analyzed interlibrary loan requests for the literature of library and information science with particular emphasis on the patterns of subjects that are requested by librarians and librarian educators. Tim LaBorie and Ken Garson then analyze the effectiveness of end-user searching in the library literature by students in library and information science.

Next Norman Stevens reflects both on the literature and on the librarian. His chapter, "Our Image in the 1980s," contains provocative food for thought about an always interesting topic.

In his acknowledgment, Stevens recognizes the contribution of Hugh Atkinson to "Our Image in the 1980s." The authors also wish to acknowledge Hugh Atkinson's contribution to the planning that went into this issue of *Library Trends*.

We conclude this issue of *Library Trends* with an article by Larry Auld in which he looks at the effects of change on a theme-oriented journal such as *Library Trends*.

Introduction

Reference

1. "Literature of Librarianship and Information Science" (issue theme). *Drexel Library Quarterly* 15(nos. 1 and 3, 1979).

This Page Intentionally Left Blank

Subject Trends in Library and Information Science Research, 1975-1984

STEPHEN E. ATKINS

A STUDY OF SUBJECT TRENDS in library and information science publishing is a way for the library profession to learn more about itself. Although most disciplines have periodic assessments of their literature, library and information science remains behind these other disciplines in determining the nature of its professional literature.¹ This lack of information hinders an appraisal of the merits of library literature or an understanding of trends within the profession's publishing. There is even a dearth of information on the functions and operations of the library journal press.² Too often the judgment has been advanced by critics that journals are publishing the same subjects over and over again without any research to back their assertions. Only by a systematic analysis of the library and information science literature can the library profession find out about its past, present, or future directions. This study is a step toward an understanding of these directions by providing a quantitative analysis of the subject trends in library literature during the years from 1975 to 1984.

There have been earlier efforts to study research articles for past publishing trends. B.C. Peritz selected thirty-nine core library journals for a study of publishing trends from 1950 to 1975.³ She analyzed 900 journal articles for research methodologies utilized and for possible trends in research. While her dissertation was never published, it initiated research attention on studying publishing trends over a fixed period of time. Then, Martyvonne Nour published a quantitative analysis of research articles appearing in forty-one core library journals

Stephen E. Atkins is a Political Science Subject Specialist and Assistant Professor, Education and Social Science Library, University of Illinois at Urbana-Champaign.

during 1980.⁴ She studied a total of 1404 articles for types of research methodology. Her conclusions were less important than the methods used for her study. The problem with both of these studies is that the authors were more concerned with methodology of research than in subject trends.

Other studies of library and information science publishing have also surfaced, but most of them deal with aspects of authorship research. Masse Bloomfield produced a quantitative study of the publishing characteristics of librarians.⁵ He utilized citations from *Library Literature* as an approach to determine the publication activities of librarians. Soon afterward, there was an article by John Olsgaard and Jane Olsgaard on the authorship data from five major library science journals for the period 1968-77.⁶ Finally, Martha Adamson and Gloria Zamora responded to the conclusions of the Olsgaard article by examining the issue of authorship over the same time span but with a different list of journals.⁷ While these articles have made a significant contribution to the understanding of publishing in library science, there has been no attempt by these authors to expand their research into studying subject trends.

Part of the difficulty of studying subject trends has been the need to manipulate data in a variety of formats. The lack of a standardized research methodology means that a system must be developed to handle large amounts of data over the time span of at least a decade. Such a statistical package exists in the subprogram CROSSTABS of SPSS (Statistical Package for the Social Sciences).⁸ This subprogram has the capacity to manipulate 200 variables and an unlimited number of cases, but its value for this study is that it can compare variables over time. Consequently, a decade of publishing information can be handled with ease and in a comprehensible format.

Other problems are the selection of journals and the criterion for inclusion of articles. Earlier studies have had difficulty in establishing a standard for selecting journals. Most authors have either identified representative journals or selected core journals. Several methodological problems have resulted from both approaches. The problem with the representative journals method is that it has no discernible logic except selection for a contrived reason, or upon the whim of the author. On the other hand, the core journal approach includes a myriad of journals of dubious merit. The ideal solution would be to fix upon the output of the most influential and prestigious journals in library and information science. Because of their status in the library world, these

journals would serve as the chief organs of professional opinion within the library community.

Fortunately, a recent study on journals has found a number of those which fit this criterion. David Kohl and Charles Davis's study of journal ratings by library directors and deans of library and information science schools tied the prestige and influence of journals to the promotion and tenure process.⁹ ARL directors acknowledged that the following journals are the most significant for promotion and tenure in the following order: *College & Research Libraries*, *Library Quarterly*, *Journal of Academic Librarianship*, *Information Technology and Libraries*, *Library Resources & Technical Services*, *Library Trends*, *ASIS Journal*, *Library Journal*, and *American Libraries*.¹⁰ Consequently, these nine journals have been selected for inclusion in this study because of their significance to the library profession, and because all have been in existence during the ten-year time span of this study. Besides, there is also a solid mixture of refereed journals—*College & Research Libraries*, *Information Technology and Libraries*, *Journal of Academic Librarianship*, *Library Quarterly*, and *Library Resources & Technical Services*—and invitational journals—*American Libraries*, *Library Journal*, and *Library Trends*. It is the considered opinion of editors and reviewers that the selected or solicited articles in these journals are the most influential scholarship on library topics in the library profession. This belief is also justified by the fact that there is evidence that the most preferred informational sources for the library profession are "articles from library-related periodicals or journals."¹¹

The profile for selection of the articles is based on the contribution of the article to the advancement of knowledge in library and information science. Each article has been examined by personal inspection for subject and research content. Evidence of original research, or manipulation of data in a scholarly fashion, were considered as key elements for selection. Columns, opinion, or think pieces have been excluded along with book reviews, bibliographies, and letters. Short research articles were included if the article had scholarly merit. A total of 2705 articles matched the profile during the ten-year time span. These articles have been broken down by journal (see table 1).

Any treatment of subject trends has the difficulty of dealing with the twin problems of subject identification and multiple subjects. Subject identification is always a problem because too narrow a definition makes the results almost meaningless and too broad a definition produces a bewildering mass of material. An earlier study on research trends attempted to delineate trends by dividing the literature into twelve

TABLE 1
NUMBER OF ARTICLES BY JOURNAL

<i>Journals</i>	<i>Number of Articles</i>	<i>Percentage</i>
<i>ASIS Journal</i>	402	14.9
<i>American Libraries</i>	142	5.2
<i>College & Research Libraries</i>	394	14.6
<i>Information Technology and Libraries</i>	165	6.1
<i>Journal of Academic Librarianship</i>	252	9.3
<i>Library Journal</i>	491	18.2
<i>Library Quarterly</i>	171	6.3
<i>Library Resources & Technical Services</i>	279	10.3
<i>Library Trends</i>	409	15.1
Total	2,705	100.0

categories.¹² This method is too restrictive to measure the variety of literature in library and information science. My approach is to permit the articles themselves to determine the subjects. By a rigorous examination of each of the articles, a list of fifty-eight subjects was found applicable for this study (see appendix A).

The other difficulty concerns the issue of multiple subject articles. While there are always a number of single topic articles, most articles have a primary and secondary subject content. There are also a few instances of articles with more than two subjects, but a survey of the articles under consideration here found less than 2 percent of the articles had three or more subjects. Consequently, only primary and secondary subjects will be considered for analysis in this study. A distinction will be maintained between primary and secondary subjects in all tables and in the text, but, because of the difficulty of separating multiple subjects, little effort will be made to interpret, except in a general manner, the differences between primary and secondary subjects. The list of primary subjects includes 2705 items, and the list of secondary subjects adds another 1983. By combining the two totals, the number of subjects under consideration grows to 4688.

A survey of the literature published in the most influential journals in library and information science during the last ten years shows the eclectic nature of publishing in the library profession. The fifty-eight subjects identified for this study range from the most popular subject—library management—to the least popular—library fund-raising (see table 2). In between these extremes, there is a heavy concentration on such automation-related subjects as information retrieval, databases, cataloging, library automation, technology, and research methods.

Library and Information Science Research

Articles on public library operations and library history are exceptions to the emphasis upon more technical matters. Other popular subjects of a more general nature are librarianship, serials, collection development, reference, library finances, networks, and information science issues. Among the topics receiving less publishing attention are censorship, collective bargaining, library security, librarian publishing, archives, acquisitions, and handicapped patron problems. While this popularity factor has little relationship to the quality of the writings on these subjects, it does reflect upon the fads within the library publishing community.

The popularity factor is only part of the information necessary to understand subject trends. Distribution patterns of the subjects over the ten-year period is the other part. Only thirty-two subjects, or slightly over 55 percent, have the necessary number of entries to make this type of analysis meaningful. But these subjects constitute 89 percent of the subjects published in library and information science during the decade under consideration. Consequently, these thirty-two subjects have been divided into five classification categories according to their distribution characteristics over the ten-year time span. The relevant category titles have been determined to be boom topics, declining topics, roller coaster issues, stable subjects, and bell-shaped curve issues.

Only the most dynamic subjects constitute the boom topics category. These issues are databases, library automation, and new technology (see table 3). While there was interest in these matters in the 1970s, the growth in the number of articles with these subject contents has skyrocketed in the early 1980s. The most dramatic surge has been in the numerous articles dealing with library automation. During the first half of the period under study, automation articles appeared at a slow but steady rate. From 1980 onward, their number has more than doubled from the totals in the previous five years. But the boom years have been during 1983 and 1984 when 42 percent of the articles on library automation have surfaced. As library automation projects become more common on the library scene, there is the likelihood that some of this interest will subside but probably not in the next decade.

Both of the other subjects in the boom category have experienced almost as impressive a growth spurt. By contrasting the first with the second half of the decade, articles with technological subjects have nearly tripled. Again the pattern consists of a slow progression of articles until the early 1980s. Since then, however, there has been a marked increase in the number of articles treating technological subjects. Interest in databases has been more constant with most of the

TABLE 2
POPULARITY OF PRIMARY AND SECONDARY SUBJECTS, 197

<i>Subjects</i>	<i>Pri.</i>	<i>Sec.</i>	<i>Totals</i>	<i>Percentage</i>	<i>Subjects</i>	<i>P</i>
Library Management	150	119	269	5.7	Citation Studies	
Information Retrieval	182	48	230	4.9	Special Libraries	
Databases	111	116	227	4.8	Resource Sharing	
Cataloging	128	64	192	4.1	Futuristic Studies	
Public Libraries	80	111	191	4.1	Multimedia	
Library Automation	94	92	186	4.0	Bibliographic Instruction	
Librarianship	72	110	182	3.9	Library Education	
Technology	105	74	179	3.8	Circulation Policies	
Research Methods	21	156	177	3.8	Federal Programs	
Library History	89	74	163	3.5	Library and University	
Serials Collection	91	70	161	3.4	Publishers	
Development	117	35	152	3.2	Library Buildings	
Reference	78	72	150	3.2	Technical Services	
Library Finances	54	85	139	3.0	Special Collections	
Information Science	73	46	119	2.5	Librarian Recruitment	

TABLE 2 (Cont.)
POPULARITY OF PRIMARY AND SECONDARY SUBJECTS, 1975

<i>Subjects</i>	<i>Pri.</i>	<i>Sec.</i>	<i>Totals</i>	<i>Percentage</i>	<i>Subjects</i>	<i>P</i>
Networks	73	45	118	2.5	Librarian Psychology	2
Foreign Libraries	73	40	113	2.4	Community Colleges	
User Studies	25	74	99	2.1	Nonprofessionals	
Faculty Status	28	10	38	.8	Research Libraries	
Vendors	24	13	37	.7	State Libraries	
Continuing Education	24	11	35	.7	Library Humor	
Preservation	25	9	34	.7	Fund Raising	
Copyright	22	8	30	.6	National Library	1
Censorship	27	2	29	.6	School Libraries	1
Collective Bargaining	21	6	27	.6	Library Security	2
Librarian Publishing	21	4	25	.5	College Libraries	
Librarian Salaries	7	12	19	.4	Library of Congress	
Undergraduate Libraries	5	12	17	.4	Archives	1
Acquisitions	10	4	14	.3	Handicapped Programs	
					Miscellaneous	
					Totals	270

TABLE 3
BREAKDOWN OF BOOM TOPICS BY PRIMARY AND SECONDARY SUBJECTS

<i>Subjects</i>	<i>Years</i>					
	'75	'76	'77	'78	'79	'80
<i>Databases</i>						
Primary	3	5	11	3	8	10
Secondary	12	11	9	11	12	13
Total	15	16	20	14	20	23
<i>Library Automation</i>						
Primary	4	5	5	5	6	11
Secondary	6	6	9	6	8	7
Total	10	11	14	11	14	18
<i>Technology</i>						
Primary	3	5	6	6	8	12
Secondary	2	5	6	7	6	7
Total	5	10	12	13	14	19

attention in the first half of the decade concerned with databases as a secondary issue. This pattern has also changed since 1980 with the majority of the articles now pertaining to this subject as the primary issue. Such a shift in emphasis is an indication that the library profession is becoming more sophisticated about database research. More interest is now directed toward the appraisal of databases for acquisition rather than about general information about databases.

Continuation of this trend for these topics will be determined on whether or not this preoccupation in automation, databases, and technological subjects is a passing fad. The growth of OCLC, RLIN, WLN, and other utilities corresponds to the attention paid to these issues by the library world. While there may be some moderation in the amount of literature appearing on these subjects in the next few years, the evidence indicates that the library profession welcomes research on automation, databases, and technological issues. In fact, the demand may become insatiable as the profession becomes more knowledgeable about these issues. New technological advances will always have an audience among librarians concerned with providing new services for patrons.

Another significant category is the group of subjects that are in the midst of a declining cycle. Perhaps the most surprising members of this category are library management and cataloging (see table 4). Although library management constitutes the most popular subject in library and information science literature during the ten-year period, there has been a slow but perceptible decline in the number of articles on this subject over the course of the decade. This decrease has been only in the range of 10 percent, but the reduction marks a definite trend. But much of this decline has been among secondary subjects. Articles on library management will continue to be the staple of library publishing, but, unless new management theories emerge from other disciplines, most of this research will be rehashing current library management theories.

Cataloging's decline is a more recent phenomenon. Concern about interpretations of new cataloging rules—AACR1 and AACR2—kept the articles flowing until around 1981. Since this date, however, the occurrences of articles with cataloging topics have slowly diminished. While there is still a considerable amount of interest within the library profession on cataloging issues, it will probably take another series of rule changes to stimulate another surge of research. But as attention turns more toward automation—databases and technological issues—much of the research energy in cataloging issues may shift in those directions.

TABLE 4
BREAKDOWN OF DECLINING TOPICS BY PRIMARY AND SECONDARY
SUBJECTS AND BY YEAR

<i>Subjects</i>	<i>Years</i>					
	'75	'76	'77	'78	'79	'80
<i>Library Management</i>						
Primary	21	15	16	12	16	18
Secondary	18	9	17	18	6	14
Total	39	24	33	30	22	32
<i>Cataloging</i>						
Primary	17	15	15	12	11	13
Secondary	3	5	7	9	7	11
Total	20	20	22	21	18	24
<i>Serials</i>						
Primary	8	12	16	8	9	9
Secondary	11	8	5	18	7	8
Total	19	20	21	26	16	17
<i>Resource Sharing</i>						
Primary	20	4	0	6	8	5
Secondary	5	3	6	2	3	3
Total	25	7	6	8	11	8
<i>Federal Programs</i>						
Primary	10	4	2	4	11	0
Secondary	1	2	6	1	6	1
Total	11	6	8	5	17	1

Library and Information Science Research

Other topics with declining totals were resource sharing, federal programs, and serials. Resource sharing was a popular subject during the tight financial times of the mid-1970s. It was touted by university administrators and many library leaders as a possible solution for diminishing financial resources. This explains the large number of articles appearing in 1975, but the sudden decrease in the late 1970s is less easy to analyze. The best explanation is that the financial picture improved enough toward the end of the decade that resource sharing lost most of its appeal. Recently there has been an increase in articles on this subject—especially in 1984—so resource sharing may be making a comeback. This comeback could be the harbinger for another era of tight budgets for universities and their libraries.

Interest in federal programs and the impact of these programs on libraries has also lessened over the past decade with only a brief resurgence in 1982. The lack of new federal programs for libraries and news about potential cutbacks of old programs has retarded research on this issue. Reagan budget cutbacks and the extent to which these reductions would impact on academic and public libraries stimulated a brief upsurge of articles in 1982, but that interest has diminished since then. Unless there is a dramatic change in federal policies toward libraries, the prognosis for research on federal programs and libraries will remain poor.

The drop in serial subjects is less easy to trace than the other topics. Twice the number of serial-related articles surfaced between 1975 and 1979 as have appeared between 1980 and 1984. While the earlier period witnessed a serial budget crunch which attracted considerable public attention, the decrease in the 1980s may be more a result of a shift of interest toward technological issues than a lack of concern about serial problems. Because this category also includes citation studies of periodicals as a secondary subject, the drop-off in secondary subjects during the last three years may also reflect a decrease in the amount of citation analysis. Nevertheless, there has been a significant decrease in serial subjects during the course of the decade, and this trend will continue unless there is a sudden surge of interest in serial problems. This interest surge may happen more quickly than expected, however, because of recent news of differential pricing arrangements for the American market by European publishers. The impact of this development may spur renewed activity in publishing on serials.

An imposing list of subjects comprise the roller coaster category. This designation has been adopted because these subjects have had such a sporadic record (see table 5). Part of this erratic behavior is because

certain journals have devoted entire editions to exploring a single topic. In particular, *Library Trends* specializes in single issue editions. But the subjects in this category go beyond this practice. Eight subjects make up this category: public libraries, librarianship, collection development, library finances, reference services, futuristic studies, publishers, and technical services. This mixed bag of issues has little in common except for an erratic appearance of subjects.

Public libraries and librarianship are among the most popular topics in library publishing, but both garnered most of their subject support as secondary issues. Both subjects have profited from special issues in *Library Trends* in 1978 for public libraries and in 1984 for librarianship. Explanations for the less productive years are less apparent. There was a definite diminishing of primary subject articles on public libraries from 1981 onward, but an upturn in the number of secondary subjects balances the totals. While librarianship had its peaks and valleys in publications, no clear patterns emerge. There was a period in 1977 and 1978 when librarianship subjects of any description became scarce, but the reasons for this pause in an ongoing debate remain uncertain. Since the debate over librarianship continues unresolved within the library community, this subject always lurks behind the literature in the profession.

Collection development is a subject that has always attracted considerable attention in library publishing circles. This attention, however, has been translated into a subject trend that alternates between plentiful and lean years. Plentiful years have been in 1975, 1981 through 1983, and the lean ones from 1976 through 1978, 1980, and 1984. A constant factor that remains is that most of the subjects are primary rather than secondary ones. Collection development topics will continue to be popular among librarians as methods are explored to deal with current and future collection management problems. But whether the roller coaster effect will continue is an unknown. Interest should stabilize on this subject, but it is always difficult to reestablish an equilibrium after almost a decade of cyclical activity.

Library finances is another subject that has had an erratic publishing history during the decade. It was mostly a primary subject during the late 1970s but more of a secondary subject in the early 1980s. This may reflect the change of financial status of academic and public libraries between the two periods. But even toward the end of the 1970s the appearance of articles with subjects on library finances was sporadic. There were numerous articles in 1975, 1977, and 1979 followed by lower totals in 1976, 1978, and 1980. This situation stabilized after 1982.

Library and Information Science Research

Another flurry of articles may be expected during the next several years as new financial pressures on libraries resurface as a result of fluctuating oil prices on the budgets of oil producing states and the impact of federal budget cuts in revenue sharing and state aid. Moreover, this topic is often tied to library management issues so the interaction between these two subjects will be an important factor during the next decade.

Reference services subjects are also popular among both academic and public library researchers. But this popularity has not translated into a steady stream of articles. After a period of relative stability in the late 1970s, instability surfaced in the early 1980s. Appearances of special editions on reference services topics in several journals in 1980 and 1983 were followed by years of few articles (1981 and 1984). An explanation may reside in accidental interruptions in the flow of research. Editors could have been reluctant to accept reference articles following these special editions, or else the authors may not have submitted manuscripts so soon after providing material for the special editions. Either way, the result has been a drop-off in the number of articles following peak years. There is no reason, however, to suppose that reference services subjects will become any less popular in the coming decade.

Network research has produced an erratic flow of publications corresponding to the rise and fall of the popularity of national and regional networks. Most of the publications appear in a core period from 1977 to 1980—53 percent emerged during these four years. This coincides with the growth era of networks, and many of these articles dealt with the expansionary period of national and regional networks. The network record since 1981 matches the erratic behavior of the other subjects with numerous contributions appearing in 1982 and 1984 and fewer contributions in 1981 and 1983. A reorientation of networks away from regional network arrangements has been the leitmotiv of much of the recent research. While there will continue to be interest in news and research on networks, the end of the growth phase of networks will probably lessen the output of articles in the next decade.

Perhaps the most surprising entry in this study is the number of articles dealing with foreign libraries. American librarians have always been curious about library developments in other countries. A close affinity between American and Commonwealth librarians is reflected in the influx of articles on Australian, British, and Canadian libraries. But there has also been a corresponding growth of research on Third World library issues. The popularity of articles on foreign libraries, however, masks a shift in the level of research during the course of the decade. Most of the articles from 1975 to 1979 dealt with foreign libraries as a

TABLE 5
 BREAKDOWN OF ROLLER COASTER TOPICS BY PRIMARY AND S
 SUBJECTS AND BY YEAR

<i>Subjects</i>	<i>Years</i>					
	'75	'76	'77	'78	'79	'80
<i>Public Libraries</i>						
Primary	7	11	8	16	9	9
Secondary	6	5	8	16	14	11
Total	13	16	16	32	23	20
<i>Librarianship</i>						
Primary	3	10	2	1	10	8
Secondary	13	17	6	4	7	13
Total	16	27	8	5	17	21
<i>Collection Development</i>						
Primary	10	4	9	5	27	8
Secondary	5	4	2	3	4	1
Total	15	8	11	8	31	9
<i>Reference Services</i>						
Primary	5	10	8	7	8	11
Secondary	6	6	7	6	4	14
Total	11	16	15	13	12	25
<i>Library Finances</i>						
Primary	11	2	8	4	13	4
Secondary	8	6	12	4	11	7
Total	19	8	20	8	24	11

TABLE 5 (Cont.)
 BREAKDOWN OF ROLLER COASTER TOPICS BY PRIMARY AND SECONDARY
 SUBJECTS AND BY YEAR

<i>Subjects</i>	<i>Years</i>						
	'75	'76	'77	'78	'79	'80	'81
<i>Networks</i>							
Primary	4	7	17	6	10	8	
Secondary	4	1	3	4	7	8	
Total	8	8	20	10	17	16	
<i>Foreign Libraries</i>							
Primary	4	3	3	4	5	13	1
Secondary	6	3	7	11	1	3	
Total	10	6	10	15	6	16	1
<i>Citation Analysis</i>							
Primary	9	6	15	7	6	15	
Secondary	0	0	0	0	0	0	
Total	9	6	7	15	7	6	1
<i>Special Libraries</i>							
Primary	2	2	12	7	0	2	
Secondary	5	2	5	8	6	3	
Total	7	4	17	15	6	5	
<i>Futuristic Studies</i>							
Primary	0	3	2	3	3	4	
Secondary	0	14	3	7	14	4	
Total	0	17	5	10	17	8	

TABLE 5 (Cont.)
 BREAKDOWN OF ROLLER COASTER TOPICS BY PRIMARY AND S
 SUBJECTS AND BY YEAR

<i>Subjects</i>	<i>Years</i>						
	'75	'76	'77	'78	'79	'80	'81
<i>Publishers</i>							
Primary	1	3	4	14	1	1	
Secondary	0	1	2	1	0	1	
Total	1	4	6	15	1	2	
<i>Technical Services</i>							
Primary	1	7	0	1	1	2	
Secondary	2	3	3	5	3	5	
Total	3	10	3	6	4	7	

Library and Information Science Research

secondary subject with another topic the area of primary concern. Since 1979, however, there has been a movement toward an emphasis on foreign libraries as a primary subject. This change of emphasis defies explanation except as a sign that foreign library subjects may have attained a higher status during the last half of the decade.

Citation analysis is another specialized subject that has proved popular in library literature. Other disciplines developed citation analysis as a method to determine patterns of research or the impact of certain research in a specific field. Librarians have adopted this type of research, but they have oriented it more toward studying multidisciplinary research results. One journal—*ASIS Journal*—provides the bulk of the subjects on citation analysis (nearly 80 percent). The dominant characteristic of citation analysis in library literature during the last decade, however, has been its usage as a primary rather than as a secondary subject. There were times during the publishing cycle in 1978 and 1981 when this subject surfaced many times. Less productive periods occurred in 1976-77 and again in 1979-80. Despite these aberrations, interest in citation studies remains steady and the prognosis is strong for more of this type of research during the next decade. One continuing application of citation analysis in the library science field is as a dissertation methodology for graduate students in library science schools. But it is apparent from past research on this subject that most of the citation research will still emanate from researchers outside the library profession.

Publications on special library and technical service operations topics followed much the same erratic pattern. Each has had a moderate appeal for researchers, and both subjects have had fluctuating eras of productivity. Special library articles had good years in 1977-78 and 1982. Less productive years were in 1976, 1979-80, and 1984. Technical services issues followed a similar pattern. Peak years of 1976 and 1984 were outnumbered by lean years in 1975, 1977, 1979, and 1981 through 1983. In both cases the less productive years have been more prevalent than the bountiful years. Authors on both subjects have other more specialized library journals to which they can submit articles, and this may be the reason for their sporadic publishing record in this decade. But the fact remains that neither subject has an active publishing constituency in the most prestigious journals in the library and information science field, and this is unlikely to change in the near future.

Futuristic studies comprise a unique subject entry. This entry refers to those articles that attempt to foresee future development and/or trends in the library world. As such, futuristic studies tend to serve more

as a secondary rather than as a primary subject because authors tie future trends with specific topics. The data during the past decade reflect this fact with more than 70 percent of futuristic studies falling in the secondary category. A pattern exists of futuristic subjects reappearing in large numbers every three years almost as if the library community reassesses its future at fixed intervals. If this is the case, another reassessment is due in 1985 since earlier reexaminations occurred in 1976, 1979, and 1982. Futuristic studies have become a part of the library professions' gauge of progress, and for this reason these studies will continue to reappear at regular intervals.

Research interest in publishing topics has been sporadic. Except for the publications of special editions of *Library Trends* in 1978 and *Library Quarterly* in 1984, there has been little research on publishers or publishing issues during the last decade. This paucity of research has been at a time when there have been several ongoing areas of contention between publishers and the library world. Perhaps some of these difficulties have been hidden within publications on other subjects such as copyright, censorship, and/or vendor relationships, but the lack of articles on publishers and publishing topics is still a disturbing trend. Librarians depend on the publishing trade for materials, and any curtailment of information on publishing trends hurts the library profession. Despite this dependence, current trends indicate that there is not a ground swell of demand for more research in this area except among the more specialized library journals.

The fourth category is those subjects with a stable record. While there is an occasional fluctuation in the appearance of these subjects during the decade, they have had a dependable and regular appearance rate (see table 6). Ten subjects comprise the stable subjects category: information retrieval, research methods, library history, information science, multimedia, library education, circulation activities, library and university interaction, library buildings, and special collections. Except for the fact of a steady flow of articles, there is little else in common among these subjects.

The most popular topic in the stable category has been information retrieval subjects. The bulk of the articles, however, have come from only two journals: *ASIS Journal* and *Information Technology and Libraries*. Together these two sources provide slightly more than 72 percent of the primary and secondary subject citations. While the support for retrieval subjects has been remarkably consistent, there is a heavy concentration of articles on primary subjects. Considering the close relationship of this topic with several of the subjects in the growth

Library and Information Science Research

category, it is surprising that information retrieval is not a part of that category. Regardless, information retrieval subjects have a broad constituency in several of the most significant journals in the library profession so the output on this subject will continue to be steady or grow.

Behind much of library research is a search for research methods. Although the library profession has never adopted an official research methodology, there exists an inclination toward social science research methods. Consequently, research methods subjects have most often been featured in articles as a secondary subject. This preoccupation with methodological questions has diminished slightly during the last couple of years, but this subject has had, nevertheless, a consistent record during the decade. The outlook for this type of subject is uncertain, because of its dependency on the future direction or directions of library research.

Library history is a subject that has a significant following in the library profession, but much of its past and future success depends upon special historical celebrations. There was a moderate but steady outpouring of research articles on library history topics during the decade with the exception of the Bicentennial Year of 1976. Nearly one-third of all library history subjects appeared during the Bicentennial Year with another brief resurgence in 1982. Other than these two instances, library history topics have had a slow but steady appearance rate. This record is generally deceptive because of the library history journals available that authors prefer to submit their articles to rather than the journals considered in this study.

The remainder of the subjects in the stable category have little to distinguish themselves from each other. All of them had a steady flow of articles with maybe one or two off years. The least stable of these subjects were those with information science issues. Two less productive years for information science subjects were 1980 and 1983, but there is no apparent explanation for this. While multimedia topics were less popular than might have been expected, many of the publications on this issue were directed to the specialized multimedia journals and periodicals. This is also the case with library education and special collections issues. None of these subjects have had a spectacular publishing record, and, unless there is a sudden surge of popularity in one of them, the outlook remains the same for the next decade.

The last category consists of the bell-shaped curve. Only one subject matched the characteristics of a slow start and finish but with a number of boom years in between (see table 7). This subject is bibliographic instruction. Few bibliographic instruction articles were published

TABLE 6
BREAKDOWN OF STABLE SUBJECTS BY PRIMARY AND SECONDARY SUBJECTS

<i>Subjects</i>	<i>Years</i>					
	'75	'76	'77	'78	'79	'80
<i>Information Retrieval</i>						
Primary	17	24	27	22	20	22
Secondary	8	9	4	3	5	3
Total	25	33	31	25	25	25
<i>Research Methods</i>						
Primary	1	2	0	1	4	1
Secondary	17	16	24	15	17	11
Total	18	18	24	16	21	12
<i>Library History</i>						
Primary	6	34	9	8	5	7
Secondary	7	17	5	4	6	3
Total	13	51	14	12	11	10
<i>Information Science</i>						
Primary	9	6	7	15	7	6
Secondary	4	9	3	4	5	3
Total	13	15	10	19	12	9
<i>Multimedia</i>						
Primary	7	5	4	14	5	4
Secondary	2	3	2	4	3	2
Total	9	8	6	18	8	6

TABLE 6 (Cont.)
 BREAKDOWN OF STABLE SUBJECTS BY PRIMARY AND SECONDARY SUBJECTS

<i>Subjects</i>	<i>Years</i>						
	'75	'76	'77	'78	'79	'80	'81
<i>Library Education</i>							
Primary	7	6	3	5	6	8	
Secondary	1	2	1	1	3	1	
Total	8	8	4	6	9	9	
<i>Circulation Activities</i>							
Primary	6	6	8	5	9	4	1
Secondary	1	0	2	1	0	1	
Total	7	6	10	6	9	5	1
<i>Library and University Interaction</i>							
Primary	3	2	0	3	3	2	
Secondary	7	6	7	1	4	4	
Total	10	8	7	4	7	6	
<i>Library Buildings</i>							
Primary	4	6	4	3	4	3	
Secondary	2	1	0	0	3	0	
Total	6	7	4	3	7	3	
<i>Special Collections</i>							
Primary	2	1	2	2	2	1	
Secondary	2	4	1	1	5	0	
Total	4	5	3	3	7	1	

between 1975 and 1978 and between 1983 and 1984. But from 1979 to 1982, nearly 60 percent of the contributions on this subject appeared. This surge of popularity was not the product of special editions by any journal, but instead it was an unsolicited outpouring of writings on this subject. The corresponding decline after 1982 seems the result of an oversaturation of research on this topic rather than a long-term drop-off in popularity. Bibliographic instruction topics have an active constituency that will demand more research on this issue during the next decade.

A number of subjects have been left out of the study of trends over the decade because of a lack of comparative data. These twenty-six subjects constitute a separate category. Although these subjects garnered only 11 percent of the contributions during the decade, many of these issues have had a lasting impact on the library profession. The articles on faculty status, most of which have been published in *College & Research Libraries*, have been part of a continuing debate over the future direction of the profession. Issues such as censorship, collective bargaining, copyright, library security, and preservation have significant reading constituencies, but quality rather than quantity has been the guiding principle with these subjects. Certain issues have had brief flings with popularity—such as the idea of a national library—only later to be extinguished by lack of progress toward that goal. The remainder of the subjects have also made important contributions to library literature, but their output always remained too small in comparison to the larger issues in the library profession.

This study has broached an issue long in need of exploration—an analysis of subject trends from 1975 to 1984 which are significant to the library profession. This time period has produced numerous insights into the nature of library and information science literature. First and foremost of significance is the variety of research that has been undertaken by the library profession during this decade. My expectation on approaching this study was that twenty-five or thirty subject categories would suffice to cover the field. After all, the distinction between primary and secondary subjects would seem to fill the voids. Instead, several times subjects had to be added during the course of the data collecting because broader terms were insufficient to match the variety of research subjects. For a profession that has been accused of rehashing the same topics, fifty-eight subjects make an imposing total. My feeling is that the trend of adding more subjects will continue during the next decade as more topics will be isolated by librarians for further research.

TABLE 7
 BREAKDOWN OF BELL-SHAPED CURVE SUBJECTS BY PRIMARY
 SECONDARY SUBJECTS AND BY YEAR

<i>Subjects</i>	<i>Years</i>						
	'75	'76	'77	'78	'79	'80	'81
<i>Bibliographical Instruction</i>							
Primary	5	4	4	3	10	12	9
Secondary	0	1	2	0	2	3	1
Total	5	5	6	3	12	15	10

Another significant factor is the existence of so many differing trends within library research. The five subject categories found in this study may be superseded in another study five or ten years from now, but for the past decade these categories have meaning. Research in the library community is neither static nor volatile, but it has characteristics of both. A pendulum effect is in place as a few issues gain in popularity and another group diminishes in favor. While old standby subjects always appear, new issues force their way into the literature according to the needs of the library world at the time. At the forefront of these developments remain the editors and the reviewers. They mediate the flow of research and judge its value. Together the editorial process and the act of authorship produce the literature of a discipline.

After a survey of the articles of these nine journals, my conclusion is that this mix has resulted in a flow of solid research. Maybe no classics have emerged in this decade, but there exists a considerable amount of useful information for a library profession eager to learn more about its discipline. This conclusion contradicts the contention by many critics that the quality of library research remains poor because it lacks a scientific basis.¹³ The absence of a dominant theoretical school, or a single research methodology for a profession that has such a variety of subject interest, is not a weakness. Instead, there is room for any theory or methodological approach as long as that theory or approach is justified in a logical manner. The publication record of the last decade suggests that there is a vitality present in library research that bodes well for the next decade.

Library and Information Science Research

Appendix

List of Subjects

1. Acquisitions
2. Archives
3. Bibliographic Instruction
4. Cataloging
5. Censorship
6. Circulation Policies
7. Citation Studies
8. Collection Development
9. Collective Bargaining
10. College Libraries
11. Community Colleges
12. Continuing Education
13. Copyright
14. Databases
15. Faculty Status
16. Federal Programs
17. Foreign Libraries
18. Fund Raising
19. Futuristic Studies
20. Handicapped Programs
21. Information Retrieval
22. Information Science
23. Librarian Psychology
24. Librarian Publishing
25. Librarian Recruitment
26. Librarian Salaries
27. Librarianship
28. Library and University
29. Library Automation
30. Library Buildings
31. Library Education
32. Library Finance
33. Library History
34. Library Humor
35. Library Management
36. Library of Congress
37. Library Security
38. Multimedia
39. National Library
40. Networks
41. Nonprofessionals
42. Preservation
43. Public Libraries
44. Publishers
45. Reference
46. Research Methods
47. Resource Sharing
48. School Libraries
49. Serials
50. Special Collections
51. Special Libraries
52. State Libraries
53. Technical Services
54. Technology
55. Undergraduate Libraries
56. User Studies
57. Vendors

References

1. Olsgaard, John N., and Olsgaard, Jane Kinch. "Authorship in Five Library Periodicals." *College & Research Libraries* 41(Jan. 1980):49.
2. Even such articles as Graham Jones's contribution to journal criticism have not alleviated this lack of information. Jones, Graham. "This Incredible Stream of Garbage: the Library Journals, 1876-1975." *The Indexer* 10(April 1976):9-14.
3. Peritz, B.C. "Research in Library Science as Reflected in the Core Journals of the Profession: A Quantitative Analysis (1950-1975)." Ph.D. diss., University of California, Berkeley, 1977.
4. Nour, Martyvonne M. "A Quantitative Analysis of the Research Articles Published in Core Library Journals of 1980." *Library & Information Science Research* 7(July/Sept. 1985):261-73.
5. Bloomfield, Masse. "A Quantitative Study of the Publishing Characteristics of Librarians." *Drexel Library Quarterly* 15(July 1979):25-49.
6. Olsgaard, and Olsgaard, "Authorship in Five Library Periodicals," pp. 49-53.
7. Adamson, Martha C., and Zamora, Gloria J. "Publishing in Library Science Journals: A Test of the Olsgaard Profile." *College & Research Libraries* 42(May 1981):235-41.
8. Nie, Norman H., et al. *SPSS: Statistical Package for the Social Sciences*. New York: McGraw-Hill, 1975, pp. 218-48.
9. Kohl, David F., and Davis, Charles H. "Ratings of Journals by ARL Library Directors and Deans of Library and Information Science Schools." *College & Research Libraries* 46(Jan. 1985):40-47.
10. McClure, Charles R. *Information for Academic Library Decision Making*. Westport, Conn.: Greenwood Press, 1980, p. 131.
11. Kohl, and Davis, "Ratings of Journals by ARL Library Directors," p. 43.
12. Peritz, "Research in Library Science."
13. Freeman, Michael Stuart. "'The Simplicity of His Pragmatism': Librarians and Research." *Library Journal* 110(May 1985):27-28.

Current Trends in Library Journal Editing

RICHARD D. JOHNSON

THE LIBRARY PERIODICAL remains the principal means for the formal and prompt communication of professional information. The journal can respond in a more timely fashion and to a greater variety of issues than does the monograph. Admittedly, it is not as current as addresses at meetings or various forms of informal communication among members of the profession. Except for the limited accessibility of some periodicals—for reasons of subscription costs—the journal is a more democratic form of professional communication and makes the same information available to all readers.

The key individual present in this process of communication is the journal editor. This individual plays several roles. First, and most important, the editor is a “gatekeeper” and in this role makes the ultimate decision as to which manuscripts to accept for publication. Second, the editor works as a counselor to authors, aiding them to achieve the clearest and most understandable way to express their thoughts and ideas in writing. Third, working with production and marketing staff, the editor seeks to realize a publication that will attract readers and hold their attention.

Although these three elements endure as basic components in the editor’s functions, some changes do occur with time. Such changes may occur slowly and not uniformly for any group of journals. In fact, one may sense no change at all. Thus, in reviewing ten years of magazine publishing, Katz is obliged to conclude that nothing has happened. He

Richard D. Johnson is Director of Libraries, James M. Milne Library, State University College, Oneonta, New York.

does qualify his abrupt dismissal by admitting that for some periodicals it does take longer than a decade to sense any changes.¹

Thus it may be true for the editing of periodicals in librarianship as well; changes that occur may not seem dramatic or may occur slowly. This article seeks to call attention to various trends in library periodicals in the recent past as they have affected the editor's duties. In some cases trends are so recent that we may not fully appreciate their consequences. These trends, insofar as they affect editing, arise from three sources: changes in the periodicals themselves, changes in the profession the journals serve, and changes in the technology available for their preparation, production, and distribution.

THE JOURNALS

Numbers of Journals

As in all disciplines, periodicals in librarianship continue to grow in number. Thompson Little provides a good historical view of the increase in the number of library periodicals since the beginning of the century and particularly since World War II. Writing in 1968, Little observed that 63.75 percent of all journals had begun publication since the war.² The actual count of the number of journals being published does vary according to one's definition of the field as well as the inclusion of various kinds of serial publications. In 1979 Tegler reported estimates that ranged from 500 to 1000 titles.³

Using the principal U.S. indexing service, *Library Literature*, one does not experience this dramatic growth, at least in the recent past, because of *Library Literature's* control of the number of journals it covers. Thus a count over the past four decades shows 176 titles indexed in 1957, 185 in 1967, 235 in 1977, and 200 in 1987. Some shakedown occurred in the decade 1977-87; the 1987 volume of *Library Literature* records a net increase of twenty-one titles covered as compared with the previous year.⁴

Employing *Ulrich's International Periodicals Directory* (1983) and *Ulrich's Irregular Serials and Annuals* (1983-84) for their count, Bottle and Efthimiadis provide a recent view of this growth. They note a cumulative total of 1545 journals currently published in 1983. Reviewing the period 1860 to 1933, they calculate that the number of journals for the profession doubles every 13.8 years.⁵ At one time some critics expressed the fear that there are too many journals. Moon, for example, recommended in 1969 that at least one in three library periodicals cease publication.⁶ Such concerns have not recently been uttered.

Current Trends in Library Journal Editing

With this growth in numbers there does arise a greater number of editorial openings in library periodicals. Only a handful of library journals employ a full-time editor. Openings are part-time in nature, generally filled on a volunteer basis by a person who already has a full-time position. Often the person receives no remuneration for the duties performed. Because of the volunteer, part-time nature of the editorial positions, considerable turnover occurs. Additionally, in some professional associations there are limits on the length of time one may serve as an editor. Thus there exists a greater number of opportunities for would-be editors.

One must retain some perspective when viewing the increase in number of library periodicals and realize that the numbers are small indeed when compared with those in other disciplines. Very few library periodicals receive more than 100 manuscripts a year, yet Simon and her colleagues report the leading journals in the social sciences receive from 400 to 700 submissions each year.⁷

Specialization of Journals

As library journals have grown in number, the new titles have become increasingly specialized. Few if any of the new periodicals take a general overview of the profession. *Research Strategies*, from Mountainside Publishing, deals with bibliographic instruction. *The Bottom Line*, from Neal-Schuman, focuses on financial management. The Haworth Press has spawned the greatest number of specialized titles (now fifteen in number) ranging from serials, acquisitions, and cataloging, to library administration, library security, reference service, and cooperation.⁸ Meckler Publishing has focused on technology and has introduced a variety of journals related to specialized uses for computers in libraries.⁹ On a smaller scale, Pierian Press has moved from its bibliographically oriented journals on serials and reference sources to the field of automation with its journal *Library Hi Tech*.¹⁰

In the Association of College and Research Libraries (ACRL), a division of the American Library Association (ALA), a further specialization of journals—beyond the basic *College & Research Libraries* and *College & Research Libraries News*—has occurred. Sections in ACRL are issuing their own newsletters, and the Rare Books and Manuscripts Section has begun its own formal journal, *Rare Books and Manuscripts Librarianship*. In a different vein, ALA's Library Administration and Management Association (LAMA) replaced its *LAMA Newsletter* with a formal journal, *Library Administration & Management*. Not only do these new publications provide additional editorial opportunities, they

also call for more specialized knowledge and skills from editors. Not necessarily possessing all the requisite knowledge, the editors will call upon their own advisors for aid. Thus the advisors perform a dual function: first, to give the editor the benefit of their own expertise; and, second, as discussed in more detail later, to serve as referees for manuscripts.

Changes in the Literature

Elsewhere in this issue Stephen Atkins provides an overview of the subjects for journal articles in principal library periodicals during the past decade. Although restricting herself to one journal, Cline has provided a review of subjects covered in the first forty years of publication of *College & Research Libraries*.¹¹

In the past, authors' treatment of their subjects has not met with an overall good reception from critics. The most damning criticism for the literature of librarianship was Moon's phrase, "this incredible stream of garbage,"¹² a phrase subsequently used by Jones for his own critique of British library periodicals.¹³ In recent years the criticism has lessened. There remain a few blips on the scope, however, such as Berry's diatribe against the *Library Administration Quarterly*, which he states "exhibits the right stuff to hold its own with the host of publications born to the genre in the last decade" and "is on its way to joining the others as a permanent drain on academic library serials budgets."¹⁴ Such a criticism, although colorful, is, in this writer's judgment, now in the minority. Overall, the quality of manuscripts does seem to improve. Roberts, providing his own summary of British library journals for 1969 to 1979, concludes that there has been a substantial improvement in the quality of professional writing.¹⁵

Judgments on the quality of writing will remain in part subjective. Students of the literature have used a more quantitative approach to study the subjects and the methodologies employed by writers in librarianship. Kim and Kim, for example, comparing articles in *College & Research Libraries* for the decade 1957-66 with the decade 1967-76, point out the major increase in studies that use quantitative methods. They acknowledge that writers did employ few sophisticated forms of analysis, yet these writers did recognize the need for more controlled forms of investigation.¹⁶ In her review of forty years of *College & Research Libraries*, Cline observes a greater adherence to scholarly standards over time.¹⁷

The overall changes in approaches and methodology have been documented in a series of other studies. The most extensive by Peritz in

Current Trends in Library Journal Editing

1977 described an increase in research-based articles from 5 percent in 1950 to 35 percent in 1975.¹⁸ Other studies, using a similar methodology (Nour in 1983; Eaton and Burgin in 1984; and Feehan, et al., in 1985), disputed Peritz's 35 percent increase and concluded that research at the time of their studies accounted for 23 to 24 percent of the published literature. Eliminating some journals from their sample, Feehan and her colleagues raised the total to 27.7 percent.¹⁹ Although not directing their attention to published articles, Coughlin and Snelson conclude that one-third of the papers presented at the ACRL national conferences in 1978 and 1981 can be considered research.²⁰

Even though there may be disagreement on the amount of research represented in the published library literature, whether it is one-quarter or one-third, commentators do agree that in their published writings librarians are becoming more sophisticated and disciplined in the methodologies they use.

This change may not be rapid enough to satisfy critics, but it does mean that editors are now receiving a greater number of manuscripts that use more advanced methodologies. Just as editors need to be more aware of specialization, they must also be capable to handle and judge various forms of research. If they are not, they must be able to call upon knowledgeable advisors for aid. An informal survey by this author among a group of library periodical editors during the preparation of this article confirms this assessment. They report a greater evidence of critical thinking and orientation to research and to problem solving. They report, in general, that the quality of manuscripts is improving, even if they still find that considerable efforts are needed to improve composition and grammar.

As to numbers of manuscripts they receive, the editors report no increase, and a few even report a decline. Several attribute the drop in submissions to new journals that cover the same subjects.

The editors also report an increase in manuscripts dealing with aspects of technology and library automation. Several report that they look for manuscripts that represent the cutting edge of technology and conclude that the individuals engaged in more advanced or innovative projects are busy "doing" and so are not writing. Thus as the number of journals has increased and as the new arrivals look to increasingly specialized subject areas, authors have made greater use of formal research methodologies and are producing better manuscripts. Editors are not encountering an increase in the number of manuscripts they receive and more and more they must call upon advisors to assist them in assessing papers.

THE PROFESSION

Changes in the library profession, particularly among academic librarians, have affected library periodicals and their editors in two principal ways: first, an increased emphasis on writing for publication, and, second, increased formality and more structured procedures in all forms of professional relationships.

Writing for Publication

The principal thrust by academic librarians has been to secure parity with members of the formal teaching faculty in their institutions. But as they seek equal privileges, they must also assume equal responsibilities. Unfortunately, the emphasis on responsibilities has generally preceded the emphasis on privileges.

One responsibility of the faculty is research and publication. Thus far this responsibility has affected a minority of academic librarians. Rayman and Goudy report in their 1980 survey that of the responding sixty-eight ARL libraries, 15 percent have a publication requirement for their librarians. Of the twenty-four libraries where librarians have full faculty status, in ten (42 percent) there is a requirement to publish. Rayman and Goudy note several respondents added that publishing requirements were soon to become mandatory in their institutions, and the authors conclude "the shift is clearly on the increase."²¹

Writing five years later, Watson reports from her study of eleven major journals from 1979 to 1983 that the requirement to publish has indeed affected the publication productivity of academic librarians. She further reports that at twelve of the twenty most productive libraries (in terms of publishing), the librarians have faculty status as well as the benefits and privileges that encourage research and publication.²²

Response by the Profession

The profession has supported the academic librarian's cause for status, and although it cannot directly secure working conditions that are conducive to research and publication for librarians, it has in a variety of ways tried to aid librarians in these endeavors.

Publications have appeared to facilitate the creative process. The directory, *Library and Library-Related Publications* (1973), lists 160 titles and provides brief guidelines for authors on manuscript submission.²³ Two similar directories followed in the next decade: Stevens and Stevens's *Author's Guide to Journals in Library & Information Science*

Current Trends in Library Journal Editing

(1982) provides, in tabular form, information on 140 periodicals to aid authors in submitting manuscripts. The guide includes data on the editorial review practice in each journal as well as information on acceptance rates and publication schedules. Norman Stevens's article, "Writing for Publication," serves as an introduction to the volume.²⁴ Bowman's *Library and Information Science Journals and Serials: An Analytical Guide* (1985) fills a similar function for the 311 titles it lists.²⁵ However, directories such as these are obsolete upon publication because of the turnover in journal editors and changes in publishers. At best they give a general idea of the professional market for librarian authors.

Two recent books, published within a few months of each other, directly address the mechanics librarians should employ in writing for publication. *Librarian/Author*, edited by Betty-Carol Sellen, includes chapters by individual authors on various subjects related to writing and publishing. (This author provided the chapter on preparing the journal article.) A directory of ninety-one journals in library and information science concludes the volume.²⁶ Alley and Cargill's *Librarian in Search of a Publisher* is a similar work but with only two authors it has a clearer focus and better organization.²⁷

Stevens continues as a leader in assisting librarians to write and publish. With a grant from the Council on Library Resources in the 1970s, he established the New England Academic Librarians' Writing Seminar to aid a group of area librarians in writing by means of mutual criticism of one another's work. A group of essays from the seminar was published in 1980,²⁸ but there have been no similar formal activities of this nature.

Programs on writing for publication continue as staple functions at library association conferences. The Library and Information Literature Membership Initiative Group (LIL'MIG) (now Library and Information Science Literature Task Force of Library Research Round Table [LILT]) sponsored a particularly good program at the ALA conference in 1982.²⁹ At the 1987 ALA conference two programs focusing on writing and publishing research were presented by two different units and competed for attendance since they were scheduled in the same time slot.³⁰

ACRL introduced the one-day workshop, "Writing the Journal Article and Getting It Published" in 1981, as one of its first continuing education workshops. It has since been offered numerous times at ALA, ACRL, and state library association conferences, as well as at individual libraries.³¹ Such actions by the profession may have played a role in

helping to increase the number, as well as to improve the quality, of manuscripts, thus possibly aiding editors in their work.

Professional Relationships

Professional relationships in libraries have mirrored those in society at large in that they have become increasingly formal. Procedures are spelled out in detail on what one should do and what one can expect in the workplace. Personnel manuals in libraries are written carefully to take care of all exigencies, and in some cases collective bargaining agreements serve as the major control for all work relationships. Library periodicals have not been exempt from such changes, and the relationship between editor and author has begun to follow certain rituals and procedures.

As part of the relationship between editor and author, significant attention has focused on the editorial review process a journal employs and the rise of a formal refereeing program. The subject of journal refereeing remains a popular one for many disciplines. Two librarians, A. Carolyn Miller and Sharon L. Serzan, provide a good overall view in their 1984 article, "Criteria for Identifying a Refereed Journal."³²

The subject of refereeing is linked with journal acceptance rates. The first article in librarianship to address these two issues is O'Connor and Van Orden's 1978 study. In it they surveyed thirty-three major library periodicals. They found that the journals had an average acceptance rate of 22.7 percent for unsolicited manuscripts.³³ The authors professed shock at this low rate, although it was roughly the same in other similar professional fields.³⁴ Miller and Serzan link librarianship with other professional studies in their analysis of journals and determine a mean acceptance rate of 26 percent.³⁵ Assembling these figures, O'Connor and Van Orden also asked editors about the journals' manuscript review procedures. They then described the variety of practices used—ranging from one person (the editor) deciding what is accepted through various arrangements of an editor working with an editorial staff or an advisory board to a formal double-blind refereeing process (with neither author nor referee knowing the other's identity).³⁶

John Budd has prepared the most recent review of this subject, with a survey of forty-eight journals. He has determined an acceptance rate ranging from 30.5 percent to 38.4 percent. Like O'Connor and Van Orden, Budd also queried journals on editorial review procedures. He is able to note, like the earlier authors, the variety of practices followed. But whereas only three of the thirty-three responding journals in the

Current Trends in Library Journal Editing

1978 study employed a double-blind refereeing process, Budd can report a decade later that fifteen of the forty-eight responding journals used double-blind refereeing.³⁷

As editors rely on advisors to assist them in technical and specialized subjects with which they are not overly conversant, through the double-blind refereeing process these advisors can aid in determining that the final editorial decision is reasonably objective and not subject to the whim of one individual. Although not all problems in editorial review procedures can be solved, there is general agreement that the double-blind refereeing process remains the best means for manuscript review.

Most of the research done regarding manuscript review has been directed to the author and the journal editor. Glogoff introduces a novel look at the third participant in the process, the referee, and his survey of this group demonstrates the emphasis they place on validity of claims and originality of thought as they review manuscripts.³⁸ The change that has occurred in the editorial review process has not only come from urging within the profession and the example of journals in other professions. There has also been the stated requirement in some academic institutions that publications offered to support an application for tenure or reappointment must have appeared in refereed publications. To date there exists no agreed-upon list of such publications, and it obscures the major achievements of some commissioned articles such as those that appear in a journal like *Library Trends*. As the refereeing process introduces, in one sense, a constraint upon the editor, it also serves as an excellent means of support and protection for the editor if that proves necessary.

In addition to these internally imposed controls, the profession has also introduced some external directives. One product of the Library and Information Literature Membership Initiative Group in ALA was a set of "Guidelines for Authors, Editors, and Publishers of Literature in the Library and Information Field" that were adopted by the ALA Council in 1983. The guidelines are "designed to aid authors in following procedures likely to encourage consideration and acceptance of their manuscripts; to inform authors of customary publishing practices; and to suggest fair and sensible procedures for publishers to follow in dealing with authors."³⁹ Although called guidelines, the statement is quite formal with an introductory set of definitions including the use of "shall" to mean a requirement and "should" a recommendation. The sections, too, are numbered in such a formal manner that one questions if it is a quasi-legal document for ALA. Despite its appearance, however,

the guidelines include good common sense and represent standard current practice. The first section concerns journal articles, and editors and authors can benefit from it.

The profession thus has had its impact on journal editing. By encouraging (and in some cases requiring) publishing by librarians, it has stimulated librarian authors to prepare manuscripts. With directories of journals, how-to manuals, conference programs, and workshops, the profession has helped to ensure a better quality of manuscript. As the author-editor relationship has become more formal, procedures for journal editorial review have changed so that authors are now assured of more equitable and objective consideration of their manuscripts.

TECHNOLOGY

Alternate Forms of Publishing

We are now witnessing some specific changes in the format of journals. ALA and OCLC have each introduced journals on videocassette. ALA's publication features a variety of articles appropriate for television coverage—for example, the fire in the Los Angeles Public Library. OCLC's video periodical is primarily a promotional device to describe its services, interspersing them with scenes in a network member—for example, the American Museum of Natural History. Production and editorial skills required for such a journal are much different from those involved with printed publications.

At another level we have electronic bulletin boards through which individual librarians may communicate with one another by personal computer. Although these bulletin boards can prove to be a relatively quick form of communication, the structure of a journal and the editorial control are lacking. At best it can serve as a fast way to share information among those who have the equipment; at worst it can provide a mechanism for gossip such as that heard in a hotel corridor at a library conference.

Text Preparation

Although we are now witnessing the introduction of alternate forms of publication, one area in which the computer has proved basic is in manuscript preparation. From this author's observations, most librarian writers now use some form of computer or word processing equipment to prepare their manuscripts. Dot matrix printers have

Current Trends in Library Journal Editing

improved immeasurably and now print fully formed characters complete with ascenders and descenders. The daisy wheel printers provide copy equivalent to yesterday's electric typewriter, and the laser printer gives a nearly typeset appearance to manuscripts.

Manuscript composition and revision have been radically changed; at that point we stop. With but few exceptions, our journals rekey the text of a manuscript on some other type of equipment. The informal survey of journal editors for this article uncovers little or no reuse of the machine-readable text of the manuscript or the electronic transmission of text from author to editor. We anticipate developments in this field, however, and look forward to the changes that will occur in the author-editor relationship and in the editorial review procedures.

Computers in Publishing

We have progressed in journal publishing from hot type and lino-type machines through cold type with phototypesetting equipment to digital typesetting by means of a computer. With rapid changes in personal computers and the provision of page layout software we are now witnessing the establishment of desktop publishing as a cottage industry. To the untutored eye, the output from a laser printer is equivalent to that of phototypesetting. Several periodicals issued by Meckler Publishing and Pierian Press now use this technology, and ALA itself is starting a prepress operation that will include much of its journal and book production.

Walt Crawford, editor of the *LITA Newsletter* (issued by the Library and Information Technology Association, a division of ALA), has converted his group's newsletter to desktop publishing. He prepares camera-ready copy on a personal computer and sends it on for printing and distribution. In doing so, he has cut back on production time thus improving timeliness for the newsletter, and he reports that because of savings he can now expand coverage without an increase in budget.⁴⁰ On the basis of Crawford's experience we now see, in terms of print on page, that the journal editor, using a personal computer, can now edit copy, set type, and lay out pages for final printing. Many formerly separate operations can now be combined as in an earlier age when printing first began.

Conclusion

A review of these trends shows a continuing increase in the number of library periodicals as well as their further specialization as they cover

new fields or subsets of existing areas. Thus opportunities for editors continue to grow.

Also, the quality of manuscripts is improving, and librarians are using more sophisticated methodologies in their research. Librarians are being increasingly encouraged or required to write for publication, and the profession has devised numerous means to improve skills in writing. Changes in the author-editor relationship have led to more formal methods for editorial review. Editors benefit from the advice of referees, and authors are better assured of objective consideration of their manuscripts.

Television and computers are now being used for alternate forms of journal publication, and authors use computers for manuscript preparation. Print journals as yet, however, are doing little to use the manuscripts in machine-readable form from their authors. The personal computer and page layout software, however, are now starting to have a definite impact on periodical production.

References

1. Katz, W.A. "Ten Years of Living with Magazines." *Serials Librarian* 10(Fall/Winter 1985-86):282.
2. Little, Thompson M. "Use and Users of Library Literature" (paper prepared for the Conference on the Bibliographic Control of Library Science Literature, State University of New York at Albany, 19-20 April 1968). Albany: State University of New York, 1968, pp. 3-6 (ERIC ED 050 745).
3. Tegler, Patricia. "The Indexes and Abstracts of Library and Information Science." *Drexel Library Quarterly* 15(July 1979):16.
4. "Important Notice to our Subscribers." *Library Literature*, Feb. 1987, inside front cover.
5. Bottle, R. T., and Efthimiadis, E. N. "Library and Information Science Literature: Authorship and Growth Patterns." *Journal of Information Science* 9(no. 3, 1984):114.
6. Moon, Eric. "The Library Press." *Library Journal* 94(15 Nov. 1969):4104.
7. Simon, Rita J., et al. "Who Complains to Journal Editors and What Happens." *Sociological Inquiry* 56(Spring 1986):260.
8. The Haworth titles are: *Behavioral & Social Sciences Librarian; Cataloging & Classification Quarterly; Collection Management; Community & Junior College Libraries; Journal of Library Administration; Legal Reference Services Quarterly; Library & Archival Security; Medical Reference Services Quarterly; Public Library Quarterly; The Reference Librarian; Resource Sharing & Information Networks; Science & Technology Libraries; The Serials Librarian; Special Collections; and Technical Services Quarterly.*
9. Meckler journals include *Bulletin Board Systems; Database Searcher; Library Software Review; M300 and PC Report; Micro Software Evaluations; Micro Software Report* (Library Edition); *Optical Information Systems; Optical Information Systems Update; Optical Information Systems Update/Library & Information Center Applications; and Small Computers in Libraries.*
10. Pierian Press titles include *Library Hi Tech Journal; Library Hi Tech News; Reference Services Review; and Serials Review.*

Current Trends in Library Journal Editing

11. Cline, Gloria S. "College & Research Libraries: Its First Forty Years." *College & Research Libraries* 43(May 1982):208-32.
12. Moon, "The Library Press," p. 4105.
13. Jones, D. Graham. "'This Incredible Stream of Garbage': The Library Journals, 1876-1975." *The Indexer* 10(April 1976):9-14. See also Johnson, Richard D. "The Journal Literature of Librarianship." *Advances in Librarianship* 12(1982):138-40 for a fuller discussion of the critical reception of the professional literature.
14. Berry, John. "The Traditions of the Genre." *Library Journal* 107(15 Nov. 1982):2121.
15. Roberts, Norman. "Ten Years of Library Journals in Great Britain, 1969-1979." *Journal of Librarianship* 11(July 1979):181-82.
16. Kim, Soon D., and Kim, Mary T. "Academic Library Research: A Twenty Year Perspective." In *New Horizons for Academic Libraries*, edited by Robert D. Stueart and Richard D. Johnson, pp. 375-83. New York: K.G. Saur, 1979.
17. Cline, "College & Research Libraries: Its First Forty Years," p. 228.
18. Peritz, Bluma C. "Research in Library Science as Reflected in the Core Journals of the Profession: A Quantitative Analysis (1950-1975)." Ph.D. diss., University of California, Berkeley, 1977.
19. Nour, Martyvonne Morton. "Research in Librarianship: An Analysis of Research Articles in Core Library Journals of 1980." Master's thesis, University of North Carolina at Chapel Hill, 1983; _____ . "A Quantitative Analysis of the Research Articles Published in Core Library Journals of 1980." *Library and Information Science Research* 7(July/Sept. 1985):261-73; Eaton, Gale, and Burgin, Robert. "An Analysis of the Research Articles Published in the Core Library and Information Science Journals of 1983." Research paper, School of Library Science, University of North Carolina at Chapel Hill, 1984; and Feehan, Pat, et al. "Library and Information Science Research: An Analysis of the 1984 Core Journal Literature." University of North Carolina at Chapel Hill, 1985 (ERIC ED 277 375). The information on the Peritz, Nour, and Eaton and Burgin studies is taken from the paper by Feehan, et al.
20. Coughlin, Caroline, and Snelson, Pamela. "Searching for Research in ACRL Conference Papers." *Journal of Academic Librarianship* 9(March 1983):21-26. This interest in methodology led to a further presentation at the 1984 ACRL conference, and it employed a different method for classifying papers. See Rogers, Sharon. "A New C&RL News Column." *College & Research Libraries News* 45(July/Aug. 1984):350-52.
21. Rayman, Ronald, and Goudy, Frank Win. "Research and Publication Requirements in University Libraries." *College & Research Libraries* 41(Jan. 1980):47.
22. Watson, Paula D. "Production of Scholarly Articles by Academic Librarians and Library School Faculty." *College & Research Libraries* 46(July 1985):334-42.
23. Hernon, Peter, et al. *Library and Library-Related Publications: A Directory of Publishing Opportunities in Journals, Serials, and Annuals*. Littleton, Colo.: Libraries Unlimited, 1973.
24. Stevens, Norman D., and Stevens, Nora B., eds. *Author's Guide to Journals in Library & Information Science*. New York: Haworth Press, 1982.
25. Bowman, Mary Ann. *Library and Information Science Journals and Serials: An Analytical Guide*. Westport, Conn.: Greenwood Press, 1985.
26. Sellen, Betty-Carol, ed. *Librarian/Author: A Practical Guide on How to Get Published*. New York: Neal-Schuman, 1985.
27. Alley, Brian, and Cargill, Jennifer. *Librarian in Search of a Publisher: How to Get Published*. Phoenix, Ariz.: Oryx Press, 1986.
28. Stevens, Norman E., ed. *Essays from the New England Academic Librarians' Writing Seminar*. Metuchen, N.J.: Scarecrow Press, 1980.
29. For a summary of the program, see LaBorie, Tim. "Publishing in Library Journals." *Serials Librarian* 8(Spring 1984):55-61.
30. "Funding and Publishing a Research Project," sponsored by the ACRL Research Discussion Group; and "Publishing Librarians: How to Write and Publish a First

RICHARD JOHNSON

Research Article," sponsored by the LRRT Library and Information Science Literature Task Force. Both scheduled 29 June 1987. American Library Association. *Conference Program, 106th Annual Conference, San Francisco*, pp. 223-25. Chicago: ALA, 1987.

31. Johnson, Richard D. *Writing the Journal Article and Getting It Published* (CE 501) (syllabus), 3d ed. Chicago: Association of College and Research Libraries, 1985.

32. Miller, A. Carolyn, and Serzan, Sharon L. "Criteria for Identifying a Refereed Journal." *Journal of Higher Education* 55(Nov./Dec. 1984):673-99.

33. O'Connor, Daniel, and Van Orden, Phyllis. "Getting into Print." *College & Research Libraries* 39(Sept. 1978):389-96.

34. For a basic summary see Zuckerman, Harriet, and Merton, Robert K. "Patterns of Evaluation in Science: Institutionalization, Structure, and Functions of the Referee System." *Minerva* 9(1971):66-100.

35. Miller, and Serzan, "Criteria for Identifying a Refereed Journal," p. 689.

36. O'Connor, and Van Orden, "Getting into Print," p. 394.

37. Budd, John. "Publication in Library and Information Science: The State of the Journal Literature." *Library Journal* (forthcoming).

38. Glogoff, Stuart. "Reviewing the Gatekeepers: A Survey of Referees of Library Journals." *JASIS* (forthcoming).

39. American Library Association. "Guidelines for Authors, Editors, and Publishers of Literature in the Library and Information Field." In *Publishing at ALA*, p. 9. Chicago: ALA, 1985.

40. Crawford, Walt. "Desktop Typesetting and the *LITA Newsletters*." *Information Technology and Libraries* 6(June 1987):89-101.

41. _____. "Common Sense Wordworking III: Desktop Publishing and Desktop Typesetting." *Library Hi Tech* 5(Spring 1987):43-52.

Electronic Publishing in Library and Information Science

JOEL M. LEE
WILLIAM P. WHITELY
ARTHUR W. HAFNER

Definitions

IN THE 1960s, PUBLISHERS BEGAN to use computers to support the production of directories, indexes, and other print publications. Computer assistance saved substantial time and money, and, in conjunction with software for information retrieval systems, gave birth to electronic publishing. Directories, indexes, and other print publications that were produced electronically were then published, accessed, and used electronically and became known as databases.

Databases have had a profound impact on librarianship and have transformed both library user services and operations. Such client services as literature searching are now faster and more comprehensive. Library operations, like interlibrary loans and acquisitions, are now simpler and more effective. Machine-readable databases have also affected the dissemination of professional information. Librarians can find timely information about events and trends in librarianship in a number of databases.

The focus of this paper will be those databases which support library operations and provide professional information. The reader should be aware, however, that databases are just one facet of electronic

Joel M. Lee is Senior Manager, Information Technology Publishing, American Library Association, Chicago, Illinois; William P. Whitely is Director, Department of Marketing and Technical Services, Division of Library and Information Management, American Medical Association, Chicago, Illinois; and Arthur W. Hafner is Director, Division of Library and Information Management, American Medical Association, Chicago, Illinois.

publishing. Indeed, the term *electronic publishing* is used with little precision and may refer to a range of activities that include composing manuscripts, formatting pages, typesetting books, and producing databases. For the reader's information, the various uses of electronic publishing will be briefly described although these are generally outside the scope of this study.

Desktop Publishing

First, the term electronic publishing is used to refer to in-house production of small publications or "desktop publishing." Desktop publishers use microcomputers and peripheral devices—primarily laser printers—to compose and print pamphlets, books, manuals, and other publications in a workstation setting. Desktop publishing combines the output quality and font capabilities of laser printers with the ever-increasing power of microcomputer-based word processing and page makeup software. The method is quite effective and financially viable for many publishers who would otherwise have their publications commercially typeset, at considerable cost, or reproduced photographically from less attractive typed copy.

Publishing Production

Electronic publishing also refers to the production of large typeset-quality publications. A number of mini- and mainframe computer-based systems exist which enable users to input text and/or graphics (by typing, optically scanning, or transmitting from diskette or through telecommunications), to format pages automatically (hyphenate, justify), and to paginate automatically (create headers and footers, page numbers, tables of contents, and indexes).

There are over twenty-four commercial systems which perform these functions, and these can be divided into two basic categories—text systems, and text and graphics systems. The text systems perform formatting and pagination entirely in a batch mode, according to predefined page makeup and type font specifications, and with varying but still limited capabilities for integrating graphic material onto the page. By contrast, the text and graphics systems not only paginate content in batch mode, but also support interactive page makeup with specially designed high-resolution video display terminals. These systems are referred to as WYSIWYG systems—What You See Is What You Get—because the graphic artist is able to see on screen exactly what the print

Electronic Publishing

page will look like and can use the system to make alterations that will be automatically processed later.

Two types of computer architecture support these systems. One older computer architecture uses a network of dedicated terminals connected to a single processor—e.g., the Atex, Penta, and Compugraphics systems. The other, and more current, architecture relies largely on microcomputer workstations which emulate text-input terminals; these workstations may be on a network to the computer, or the data may be transferred into the main system from diskettes—e.g., Xyvision, Textet, and Miles 33. (This workstation approach leads to the occasional use of the term “desktop publishing” in this context.) Output may be to a laser printer, a laser typesetter, or magnetic tape device. In any case, a primary objective of current electronic publishing systems is to reduce typesetting costs by integrating an increasing number of functions formerly performed for the publisher by outside commercial typesetting shops.

Although the primary purpose of these systems has been the production of print materials, the data can be used to generate electronic products as well. As mentioned earlier, electronic database products were developed in the 1960s as byproducts of computerized typesetting.

In order to facilitate electronic production of both print texts and electronic databases, coding systems have been developed for the preparation and tagging of bibliographic records and text manuscripts that will be processed electronically. One recent coding system, the Standard Generalized Markup Language (SGML), is used by authors and editors to mark up texts before production; the standard generic codes can then be automatically translated into the appropriate typesetting and page formatting functions by the production system. One application of SGML is the American National Standard for Electronic Manuscript Preparation and Markup (Z39.59-198X, ISO 8879), a result of the Association of American Publishers' Electronic Manuscript Project.

The term electronic publishing is also used by authors who compose their manuscripts on microcomputers. These authors send both a diskette and a hard copy to their publishers. Ideally, this arrangement should reduce the time publishers must spend rekeystroking text, but because authors and publishers often use incompatible formats, software, and hardware, the problems of conversion can sometimes outweigh other benefits.

Software Publishing

Finally, the use of computers, especially microcomputers, to automate library operational and planning activities, has generated a

publishing medium new to librarianship—the publication on diskette of applications software and templates or programs designed to supplement and accompany printed works. This kind of publishing is better described as software publishing, and, while it is by no means an insignificant publishing activity, it is outside the primary scope of this paper.

TYPES OF ELECTRONIC PRODUCTS AND SERVICES

Although each of the aforementioned activities is occasionally referred to as electronic publishing, the term most commonly refers to machine-readable databases and this will be the focus of the remainder of this article.

Today there are over 3000 databases which offer a variety of information and services to users in hundreds of different subject areas. To make sense of this incredible diversity, most indexes and directories divide databases into logical groups. Every database can be classified as either a reference database or as a source database. These two types of databases are distinguished by the kind of information they contain. Reference databases contain references or citations and refer users to a primary source for more complete information. Source databases contain informative text, raw data, or computer programs and are primary sources of information.¹

The two database kingdoms, reference and source, are often subdivided into database phyla. Reference databases are subdivided into bibliographic and referral databases; source databases are subdivided into textual, numeric, and software databases.² Later, we will consider how each database can be used by library professionals to obtain information and to support library operations.

Bibliographic Databases

Bibliographic databases are reference databases which, as the term implies, can be used to generate a bibliography on a specific topic. Bibliographic databases contain citations to articles, books, reports, and other primary sources of information. In many cases, these databases also contain abstracts for selected items. Some bibliographic databases focus on the professional interests of librarians and information professionals. Examples include INFODATA, INFORMATION SCIENCE ABSTRACTS, LIBRARY LITERATURE, and LISA. These files cite

Electronic Publishing

journal articles, abstracts, and book reviews on library and information science topics. As is often the case with databases, some of these bibliographic products correspond to print publications. LISA, for instance, is an online version of the publication *Library and Information Science Abstracts* as LIBRARY LITERATURE corresponds to *Library Literature*, and INFORMATION SCIENCE ABSTRACTS corresponds to *Information Science Abstracts*.

Bibliographic databases can also be used to support technical activities such as cataloging, acquisitions, and interlibrary loans. OCLC, for example, contains information on the holdings of the OCLC member libraries. The database enables users to borrow materials from other libraries, to generate catalog cards for books and serials, or to produce onsite online catalogs. There are over fifty library holdings databases; other examples include CATLINE, DOCLINE, and RLIN, which collectively contain citations to the holdings of the members of the Research Libraries Group, the National Library of Medicine, the Library of Congress, and many other government, health science, and research libraries.

Referral Databases

Bibliographic databases are one subclass of reference databases; referral databases are another subclass. Referral databases may cite nonpublished or nonprint sources of information such as organizations, individuals, or audiovisual material. ONLINE CAREERS is one example of a referral database that focuses on professional interests and refers its users to employment opportunities in the online field.

A far greater number of referral databases, however, support technical and information-oriented activities. ACCESS, BRS/FILE, CUADRA DIRECTORY OF DATABASES, THE DATABASE OF DATABASES, and PUBLICACCESS MESSAGE SYSTEMS refer users to telecommunication networks, other databases, or public access electronic bulletin boards. Many of these referral databases are also produced as hard copy publications.

Text Databases

Text databases are a subclass of source databases. They contain the complete text of a primary source. These databases are attractive because they can provide quick and direct access to specific passages or articles

that are buried inside voluminous primary sources. Nonlibrary examples would include the full-text newspapers in VU/TEXT or DATA-TIMES. In library and information services, text databases such as ALANET's ALA NEWS BULLETIN, ALA WASHINGTON NEWS-LINE, and INTELLECTUAL FREEDOM ALERT, or Online Inc.'s ONLINE CHRONICLE, target the business concerns of libraries and the professional interests of librarians and online professionals. Other full-text databases—such as BRS BULLETIN and CHRONOLOG NEWSLETTER—lean toward library support by describing databases, discussing search strategies, and announcing new services.

Currently, more and more publishers are creating online versions of their traditional print publications. BRS BULLETIN and CHRONOLOG NEWSLETTER are two full-text databases that correspond to printed publications. Although the ALA WASHINGTON NEWS-LINE and INTELLECTUAL FREEDOM ALERT have relationships with print publications, ALA goes one step further by publishing some information exclusively in electronic formats. Still other publications, such as INFORMATION PUBLISHING: AN ELECTRONIC JOURNAL, only appear in an electronic format with no print equivalent.

The trend toward publishing more information electronically and some information exclusively in that form has led some analysts to predict that print publications will soon become obsolete and disappear.³ Such a future seems unlikely for a format as simple and portable as the book, but certain areas of publishing may well shift toward all-electronic products as pressures for timeliness increase, as technological tools evolve and become more widely available, and as the economics of publishing and distribution change.

Numeric Databases

Numeric databases are another subclass of source databases. They contain statistics or survey data that users often can use interactively. Several organizations collect library statistics including ALA, the Association of Research Libraries, R.R. Bowker Co., and the Center for Education Statistics (CES, formerly the National Center for Education Statistics, NCES) in the U.S. Department of Education. However, none of the surveys is fully available online. Industrious and knowledgeable users can obtain magnetic tapes which contain the raw text of CES publications, but these users must have the hardware needed to store the tapes as well as searching and statistical software. Practically, numeric databases are not available to the average user of library statistics.⁴

USAGE OF LIBRARY AND
INFORMATION SCIENCE DATABASES

Information professionals can use databases either to obtain professional information or to support technical and user services, but technical support seems to account for the greatest volume of database usage in libraries. Two sets of data support this assertion. First, the number of technical support databases far exceeds the number of professional information databases. In the area of technical and user support, Cuadra lists thirty information service directories and more than sixty library holdings databases; in the area of professional information, however, Cuadra lists only sixteen databases. Second, usage data show that technical support databases are used more than professional information databases. In a survey of online professionals conducted by Marquis Who's Who, Inc., users of online services ranked the databases they used most frequently. The top forty databases listed included technical support databases such as OCLC, Books In Print, and CATLINE, but none of the guides to library literature appeared in the list.⁵

Database vendors, such as Dialog, are well aware of the importance of technical support. Indeed, at the 1987 ALA Midwinter Meeting, Dialog announced one new marketing plan that will focus on databases which support a variety of technical services functions including acquisitions and cataloging. This announcement presages the development of more promotional campaigns aimed at technical services staff and others who have not been the primary users of online search services.

Another intriguing feature of library and information science databases is that reference databases outnumber source databases five to one. In other fields such as medicine and business, source databases have been vigorously developed. For instance, Cuadra lists sixty-six biomedicine databases; twenty contain source data including up-to-date information from the Centers for Disease Control (Morbidity and Mortality Weekly Report) and the full text of clinical journals (MEDIS). Martha E. Williams's *Computer Readable Databases* lists more than 200 medical databases of which nearly 40 percent are source databases. In the brokerage industry, all ninety databases on commodities and futures contain original source information. Yet in library and information science, only three of sixteen databases are identified as source databases.

Obstacles to Production and Usage

There are several reasons why producers have not published more source databases in library and information science. First, source databases are expensive to use online. Blodwen Tarter of Information Access Company (IAC), observes that users of source databases often incur expensive connect time charges. Indeed, users are reluctant to browse when the clock is running, and many of the materials available in full-text databases are also available in hard copy on the shelves.⁶ As Tarter reports, full-text databases at IAC have not earned substantial revenues. IAC's experience with general materials in varied subjects can be extrapolated to librarianship and information science.

Second, source databases presuppose an urgent need for information. In some fields, online access is the most effective means of rapid access to urgently needed text. In many fields—such as news, law, and business—data are dynamic and voluminous. In these fields, full-text databases have achieved greater success. Businesses, especially in the for-profit sector, are much less price sensitive than the not-for-profit libraries. Indeed, lawyers, stock traders, doctors, and business people are more willing to pay the price for full-text retrieval especially since information is often tied to profitability.

Third, source databases are complex and can be expensive to produce. Numeric and textual-numeric databases, two other types of source databases, are used widely among stock traders, physicists, and chemists but are absent in library and information science. One factor contributing to the lack of numeric databases may be the way in which library statistics are collected.⁷ In *Sources of Library Statistics*, Lynch notes that the terms used in library surveys are often unclear and that the collection methods lack uniformity. As a result, statistics published by a government agency like the Center for Education Statistics may not be consistent from year to year or from institution to institution to merit electronic compilation or analysis. CES is further impeded by understaffing and frequent reorganization. The R.R. Bowker Co., publishers of the *American Library Directory* (ALD) which contains a significant amount of statistical data reported by libraries, has produced neither a statistical print publication nor a numeric database from this work. The ALD was recently installed online in Dialog, and it will be interesting to see what kinds of data analysis the online version can support.

It would appear that Bowker, a for-profit corporation, is not convinced that the demand for statistics by librarians is sufficient to warrant a substantial investment in developing electronic or print statistical products. The reality of database publishing, much like other forms of

Electronic Publishing

publishing, is that the database must eventually be profitable or, in the case of government- or other grant-subsidized projects, be able to become self-supporting after an initial investment. An industry rule-of-thumb states that it takes from three to five years before a database product shows a profit and even then only after significant investments in design, development, execution, promotion, and customer support. The potential market for library and information science databases, especially for numeric ones, may be perceived by producers as not large enough to warrant the investment.

Some of the major publishers in library and information science have either been slow to begin publishing electronic information or have not entered the online marketplace at all. ALA, for example, only began its ALANET service in January 1984 and established an Information Technology Publishing section in ALA Publishing Services in September 1986. Also in 1986, the ALA initiated a joint venture with Research Publications to produce *The Directory of Library and Information Professionals* scheduled for publication in Spring 1988. It is a comprehensive biographical directory of the information field and is construed more broadly than previous biographical directories in the profession. Plans for the project include not only a three-volume print work, but also a CD-ROM (compact disc read-only memory) to be marketed by ALA Publishing Services. The results of the project will be informative, providing insights into the marketability of a source database on CD-ROM specifically in the library and information science field.

Use of Electronic Publications

Certain libraries appear to make more use of online databases. Chatterton and Pemberton found that about 38 percent of online professionals work in college and university libraries, 26 percent in corporate libraries, 9 percent in government libraries, and only 4 percent in public libraries.⁸ These results suggest that there is a shortage of online services in public libraries. A 1981 study by Mary Jo Lynch confirmed that university and college libraries are more likely to have online services than public libraries. The study also found that public libraries are more likely to have online services than two-year college libraries and school libraries/media centers.⁹ A 1987 survey by the ALA Office for Research found that 35 percent of public libraries serving populations of over 25,000 offer database searching.¹⁰ A 1984 survey of online services in academic libraries reported that over 80 percent of university and over

40 percent of college libraries offered this service, while only about 20 percent of junior college libraries did. However, respondents' projections showed that by 1987 almost 100 percent of university, 80 percent of college, and 70 percent of junior college libraries would offer search services; some libraries in each group reported that such services were available elsewhere in the community.¹¹

In order to establish online information services, a library must invest substantial time and money. Often only large, well-financed libraries are able to afford such an investment. The costs of training time, equipment, and subscription fees—even where actual usage is primarily volume-based—may be prohibitive for smaller libraries. The majority of public libraries may be especially hard pressed to find the necessary resources because of size—80 percent of U.S. public libraries serve populations of 25,000 or fewer and 63 percent serve 10,000 or less.¹²

Human factors also play a role in computer use. Many librarians still resist acquiring and learning to use electronic equipment because the available hard copy versions of indexes, texts, and data forms are familiar and seemingly effective. This resistance is evident even in libraries where operational processes have been automated, often with grant funding, but where research and reference questions are still answered using hard copy materials. Potential users of online information may themselves be intimidated by the enormous number of available options and services.

Moreover, librarians under financial pressure seem to be less heedful to the lure of new information formats and less sensitive to their own need for professional literature. When pressed to make stringent budgetary decisions on resource allocations, librarians will more likely rely on the traditional formats and methods of information service, and will more likely attend to the needs of their clients rather than reserve any significant part of their budgets for professional literature and online information.

PRODUCTION AND DISTRIBUTION OF DATABASES

Electronic databases form a growing industry. From 1976 to 1986 the number of databases recorded in Williams's *Computer Readable Databases* grew from 301 to 2805.¹³ Yet during this decade of enormous growth, options for the distribution of databases remained fairly stable.

Electronic Publishing

Database Vendors

Dialog, BRS, Mead Data Central, and other large commercial vendors dominate the online industry. In 1983, Dialog and Mead alone accounted for 71 percent of total industry-wide online usage and 83 percent of total revenues.¹⁴ Vendors provide a valuable service to database producers because they distribute and, to some degree, market databases, they provide hardware support and search software, and they permit access through telecommunications. Producers prepare the data files, transmit them to the vendors, and receive royalties in return. Library Association Publishing, for instance, produces LISA, but it is made available through Dialog and Orbit.

Producer/Vendors

Other firms both produce and distribute their databases. The H. W. Wilson Company produces LIBRARY LITERATURE, NAME AUTHORITY FILE, JOURNAL AUTHORITY FILE, and PUBLISHER AUTHORITY FILE. Wilson is also the vendor of these products through its own WILSONLINE online service. Other producers may post their own data on their own hardware but allocate other details of access and telecommunications. An example is the OFFICIAL AIRLINES GUIDES ELECTRONIC EDITION, which is available through user transparent gateway on many services.

Value-Added Services and Other Providers

In many cases, database providers offer their users additional value-added services. As discussed earlier, CATLINE, OCLC, and RLIN are online services that provide not only bibliographic references, but also such technical and service support facilities as cataloging and interlibrary loan. The DOCLINE holdings database supports a network for document delivery to health science libraries. Both EBSCO Subscription Services and the Faxon Company, originally founded as library periodical subscription agents, are producer/vendors of bibliographic databases which contain citations to journals published throughout the world. These companies' databases also support full-scale serials acquisitions and control systems.

Other participants in the library electronic publishing industry include not-for-profit associations and other organizations such as the American Library Association (producer of ALANET), government agencies, and national libraries like the National Library of Medicine

(which produces CATLINE). However, the distinctions between for-profit and nonprofit status of the database producer or vendor is a factor of only marginal relevance, for the "rules of the game" in the marketplace generally apply to all participants in the industry.

TRENDS, CHANGES, AND PROJECTIONS

A number of trends in the electronic information industry will have significant impact on libraries and information centers. Librarians will face these trends both as they use information resources for their clientele and as they use information resources to support library operations and obtain professional information.

CD-ROM: Impact and Issues

Major changes in formats and distribution patterns are developing as the entire industry prepares for a shift from online access to optical disc technology. This development is being fueled by two synergistic and complementary trends: (1) a rapidly increasing number of CD-ROM products, and (2) a growing base of installed microcomputer equipment that can be used for both online and CD-ROM access to databases. As the installed base of CD-ROM equipment grows, online vendors and database producers will offer more databases in the CD-ROM format which will in turn help libraries justify the cost of the equipment. "Jukebox" players that can handle several CD-ROMs and networks of CD-ROM workstations will also enhance the marketability of CD-ROM publications.

Some producers are encouraging this growth by marketing computer hardware packaged with their optical disc products. Bowker Electronic Publishing provides several alternatives for acquiring CD-ROM players for their BOOKS IN PRINT PLUS CD-ROM product, and H.W. Wilson Co., as an IBM distributor, has developed its own WILSONDISC workstation. Interestingly, the WILSONDISC software supports both online access to the WILSONLINE files and access to the CD-ROM data.

The growth of the CD-ROM market may have a favorable effect on neglected information services. Because many pages of text can be stored on CD-ROM and because users of CD-ROM pay no separate search fees or connect-time charges, database searching, especially in full-text and source files, may become more attractive in a CD-ROM environment.¹⁵

Electronic Publishing

On the other hand, much depends on the pricing strategies adopted by the producers in marketing their CD-ROMs. The "pay-as-you-go" fee structure of online access may be attractive and helpful to marginal users of certain files and to smaller libraries that cannot justify or support substantial subscriptions to major bibliographic services. However, the "all-you-can-eat" pricing of a CD-ROM subscription, which is comparable to a traditional subscription to a print information service, may be unattractive for the library with more limited funding and a smaller information need.

The Wilson Company's approach to pricing the WILSONDISC product merits attention. Each CD-ROM database is a separate subscription that includes periodic cumulative updates. Also included in the CD-ROM purchase is *free* access to the most current data online through WILSONLINE (telecommunications charges are not covered). This strategy seeks to build vertically upon an existing online user base and to accommodate the inevitable change in balance between online access to optical disc access.

Database producers have some good reasons to adopt CD-ROM as a distribution method for their products. With CD-ROM publications, producers can achieve a more visible role and greater control in marketing and customer support. Moreover, eliminating the online vendor and other middlemen can favorably affect pricing. In fact, the importance of vendors as distributors and marketers could be greatly reduced if more database products are delivered directly to the users on compact discs.¹⁶ In this scenario, online services would contain only those databases not yet published on CD-ROM and those data files which appear between CD-ROM issues.

It is too early to predict what will happen when the CD-ROM industry is able to accommodate nontextual data more effectively, including digitized graphics (in contrast to the photographic image on videodisc), the CD-I (compact disc interactive) format by Philips and Sony for which products should emerge by 1989, and DVI (digital video interactive) announced in 1987 by GE/RCA Laboratories. The firms' strategy is to apply these formats first to broad consumer markets, so that librarians can expect to be collecting CD-I and DVI for their patrons as they now do compact audio discs, before librarians will see materials produced for their professional information needs.

Product Development Trends

Currently, the players in the online field are (1) diversifying lines of business to include both online and CD-ROM products; (2) merging

several databases in one place, especially on CD-ROM; (3) developing offline "front end" software and postprocessing software to formulate and conduct search requests and to format the results; and (4) developing so-called gateway and expert systems, including multiple-file searching techniques. These four developments, though diverse, reflect the industry's fascination with a single concept: integration.

New Product Lines

The diversification of online businesses to include both online and CD-ROM products has already been discussed. A variety of firms are seeking to establish positions and roles in the CD-ROM marketplace. Individual database producers are negotiating independently with CD-ROM production firms for the compact disc versions of their products. For example, the Public Affairs Information Service, which produces the PAIS database available online through Dialog and BRS, has executed an agreement with Online Computer Systems, Inc. to produce a CD-ROM version. Producer/vendors, notably H.W. Wilson, have also launched products with ties to their online (and print) services. Database vendors including both Dialog and BRS are developing plans for participating in the CD-ROM action, either as primary distributors of compact disc products (Dialog OnDisc) or as service bureaus for CD-ROM production.

Producers have merged several products into one online service and/or CD-ROM product as a strategy for building stronger products and services. Online examples include Magazine ASAP and Mead's NEXIS; CD-ROM products include IAC's successful Infotrac. Such merging adds strength to individual database products that might not stand on their own or stand as well. Further, a producer may use merging as a strategy to extend the market for one product by facilitating its use in concert with other products. In the library field, a product released in 1987 is a CD-ROM database of media reviews as an enhanced version of Bowker's BOOKS IN PRINT PLUS. This database pools such Bowker reviewing sources as *Library Journal* and *School Library Journal* with other publishers' materials, including the ALA's *Booklist* and *Choice*.

Preprocessing and Postprocessing Software

Database vendors and independent software producers have been developing microcomputer "front end" (preprocessing) and postprocessing software. These systems and services respond to user demands for greater ease and reduced connect time costs for constructing a search

Electronic Publishing

and to user interest in processing search results into formats suitable for presentation. ProSEARCH, for example, is a software package which was developed for professional searchers by the Menlo Corporation and is now owned by Personal Bibliographic Software Corporation. ProSEARCH can access both Dialog and BRS and allows the searcher to explore all available databases. The software acts as an emulator, translating the original search request into the unique languages of the various databases.¹⁷ Other microcomputer-based front ends include Dialog Link and Wilson's WILSEARCH.

Postprocessing software adds value to the online information by manipulating the search results. Another example from Personal Bibliographic Software is Victor Rosenberg's ProCITE, which describes itself as a "scholar's workstation." ProCITE sorts, manipulates, merges, and formats downloaded search files (including those from ProSEARCH) into customized, user-defined bibliographies. Another, and very powerful, example of a postprocessing, value-added application is Datext, a CD-ROM financial service that merges searching of multiple statistical and other numeric and text databases, manipulation and calculation of statistics, and microcomputer desktop publishing for report output.

Expert Systems and Gateways

A major problem with computer-based information retrieval is that a computer, though fast and tireless, is myopic. Only a fraction of the database, and only a fraction of the search results, can be displayed at any one time. So called "expert systems" attempt to model the human mind and eye, which can survey contents pages, shelves full of books, or files of documents for relevant materials. Current expert systems are an early outgrowth of the still-developing field of artificial intelligence.

The expert systems that are currently available in the online industry are not truly expert but actually a combination of gateway systems and online front-end systems. These systems seek to respond to three increasingly compelling needs: (1) the need for a common command language to simplify searching; (2) the need for centralized access to multiple vendors and databases, or "one-stop shopping"; and (3) the desire to reduce the record-keeping, paperwork, and contracts associated with maintaining separate subscriptions to different vendors' services.

A gateway is simply that—a portal from one computer to another. A gateway system serves as an intermediary between the user and an array of outside hosts. These gateway front ends, designed to be adapted

to the users' level of expertise, are much like microcomputer front-end software in that they assist with database selection and search query formulation. The systems then "open" the appropriate gateway, dialing into the selected host and potentially carrying out the search on behalf of the user. As a result, the user receives assistance with search formulation, avoids the complexities of individual vendor command languages and database file structures, and also gains administratively by having only a single invoice to process. Two primary gateway systems that have appeared in the market are EasyNet, self-described as "an expert system for non-experts," and OCLC LINK, which was released in November 1986 but withdrawn in April 1988.

EasyNet

EasyNet is designed especially for inexperienced end users. It was developed by Telebase Systems with the sponsorship of the National Federation of Abstracting and Information Systems (NFAIS). Telebase claims that EasyNet is "friendly" for all skill levels, but it is primarily designed and most appropriate for the naïve user. EasyNet's software operates on microcomputers and is accessed by dialing a direct toll-free number or through a gateway from another service. EasyNet searches any of over 900 databases available through more than twenty vendors and handles all the billing for any of the vendors accessed (collecting charges onto one bill). Each search retrieves up to ten of the most recent citations for a flat fee (to which are added telecommunications charges). Additional citations are available at an extra charge (as an additional search), and a search with no results incurs no search fee.

For an individual customer, EasyNet eliminates numerous technological and psychological barriers to online searching,¹⁸ not to mention the administrative subscription-related ones. It has been extremely popular in the consumer market under the names I-QUEST and EINSTEIN on CompuServe and in the corporate and online markets under the name InfoMaster which is marketed by Western Union. Despite misgivings on the part of some professional searchers, librarians have been drawn to EasyNet because of the simple subscription arrangements and ease of searching, especially for library patrons as end users.

One appearance of EasyNet in the library community is germane to this discussion. ALANET PLUS is a gateway from the ALANET computer to EasyNet, which presents a set of menus specially designed for the information professional. In addition to providing access to all databases on EasyNet, ALANET PLUS identifies more than forty files in library and information science and related fields (including Wilson's LIBRARY LITERATURE) and prompts the user to assist in the

Electronic Publishing

selection of databases appropriate to the librarian's need for professional information and literature. (It should be added that in addition to its customized version of EasyNet, ALANET has also set up its own gateways to VU/TEXT and EBSCONET.

OCLC LINK

OCLC began major promotions of their gateway, OCLC LINK, in January 1987 but withdrew it from the market in April 1988 due to low usage in relation to required computer resources. Access to Dialog, BRS, VU/TEXT, EBSCONET, and other databases had already been announced and OCLC continued negotiating with other information providers. While the gateway front-end principle might be similar to that of EasyNet, the specific features and functions of OCLC LINK are quite different.

OCLC LINK described itself as "an intelligent gateway" that helps searchers identify online databases, store and edit search results, and communicate electronically with other online users through electronic bulletin boards, online forms, messaging, and conferencing facilities. In promotional materials, OCLC emphasized "preconnection, connection, and post-connection services." OCLC LINK was derived from the iNET 2000 system, for which OCLC acquired a license from Telecom Canada. OCLC's arrangements with information providers and its own telecommunications capabilities provided for advantageous rates for connect time and telecommunications. Unlike EasyNet, OCLC LINK did not actually construct and carry out the search for the user, nor did it eliminate the need for separate contracts and passwords from the various providers. However, it did provide substantial up-front assistance in database selection and online tutorial information on each vendor's command language; using this information and an online editor, the user could prepare the search query before making the connection to the vendor's system. Advertisements for iNET 2000 began to appear in the United States in early 1988, perhaps due to the withdrawal of OCLC LINK.

EasyNet's recent development of techniques that allow for multiple-file searching—Med-Scan on InfoMaster—is in response to another desire of searchers. Conducting the same search on a variety of files has been a tedious and complicated process, but often a much needed one; automatic searching of multiple files facilitates this process. The library and information science files highlighted in ALANET PLUS were scheduled to have a comparable scanning facility in Spring 1988, and additional multiple-file searching processes are under development by Telebase Systems.

While both EasyNet, OCLC LINK, and iNET 2000 are value-added services with much to offer information users, they do not qualify as expert systems. Rather, they are early steps in the lengthy process of developing truly expert systems for access to online information resources.

THE DEMAND FOR INTEGRATION

The several paths described earlier reflect a larger movement, proceeding irregularly, toward a greater degree of integration of access to various information products and services. Whereas the first fifteen to twenty years of the online industry witnessed tremendous proliferation of databases, the negative side effect of this growth was a diminution in the search intermediary's ability to record the burgeoning number of potentially useful databases, much less the complexities of differing access routes to those databases, particularly under the constant pressure of accumulating connect time charges.

At the same time, the use of microcomputers has had significant impact on the online industry as modem-equipped microcomputers quickly began to replace "dumb" terminals for online searching. The 1985 *Directory of Microcomputer Users in Libraries*, prepared by the Technology in Public Libraries Committee of the Public Library Association, a division of ALA, gathered responses from 381 libraries in North America (50.9 percent of them public). Among responding libraries of all types, 47 percent use microcomputers for online searching. Microcomputers were used most for word processing (91.6 percent), data management (83.7 percent), and spreadsheets (72.2 percent), with a total of 91.9 percent of reported usage attributed to library administrative activity.²⁰ While the directory's sample universe may not be comprehensive, the data are still revealing.

In the consumer market, microcomputer-based bulletin boards, with their rather primitive but still attractive facilities for electronic mail and conferencing, became a major attraction to many information professionals. Electronic mail, which had been developing separately but at approximately the same time as the online industry, grew in value as a corporate information tool through such vendors as Dialcom, Inc.; Telemail; GeNie; and others.

Industry Responses

Among the offline responses to this challenge are the front-end and postprocessing software packages that short-circuit the problems of

Electronic Publishing

search query complexity and direct connect time costs, and which add additional value by enhancing the searcher's ability to produce presentable output. Another offline response has been the CD-ROM versions of online databases, followed almost immediately by the merging of separate datafiles to create integrated CD-ROM products.

The online response has been a growing trend in the professional markets—already evident in consumer information markets since the early 1980s—toward integration of multiple online resources and functions. One model, embodied in such consumer “information utilities” as *The Source* and CompuServe, has grown in the professional market; increasingly the online information providers combine a variety of facilities—i.e., electronic mail, database searching, bulletin boards, conferencing, and other functions—as part of a single information service. Among the attractions of such services are the convenience of one-stop shopping noted earlier, the multiuser mainframe environment compared with the single-user microcomputer-based bulletin board, and the greater power and responsiveness of such systems to support a variety of communication and information applications.

Dialcom, Inc. has marketed its integrated service to commercial and government users since 1970 (and *The Source* was founded by former Dialcom staff); ALA's ALANET is a value-added reseller of Dialcom products. Dialog introduced Dialmail in 1985, adding electronic mail, conferences, and bulletin boards to its product line. OCLC LINK and iNET 2000 build upon the gateway concept to include in its services electronic messaging, bulletin boards, and other functions. Western Union was able to expand the limited offering of its EasyLink electronic mail service by adding EasyNet under the name InfoMaster. Both *The Source* and CompuServe have recently made some marketing approaches to associations and corporate organizations, emphasizing the multifaceted nature of the services they offer; this strategy recognizes that the consumer market for information utilities has reached the saturation point, particularly with the added competition of free access microcomputer-based bulletin board systems. These utilities also seek to maximize the use of their computer resources during prime daytime business hours when recreational users are least likely to use them; CompuServe uses its private telecommunications facilities in part to support the telecommunications needs of OCLC, the PaperChase gateway to the National Library of Medicine, and other information providers.

As noted earlier, the preprocessing and gateway services currently available represent early marketplace manifestations of the long-term

process of developing expert systems. While these facilities provide many concrete advantages to their users and substantial financial gain to their purveyors, they are still far from achieving the broader objectives of a common command language and other mechanisms for making the techniques of database query transparent to the user. The complexities of the free enterprise system only add to the difficulty in achieving the level of technological harmony the concept of expert systems implies.

Thus the path toward integration is proving to be a complex one for the information provider, who must balance the pressure for greater accessibility through a multiplicity of routes with the need to maintain identity and strength of market share. This is even more true for users, who must both select from a growing array of online services and offline products and adapt their established operating procedures to these changes. Gateway systems can only mitigate the latter challenge; the working information environment for librarians and information specialists will still remain a complex and dynamic one.

THE FUTURE FOR ELECTRONIC PUBLISHING IN LIBRARY AND INFORMATION SCIENCE

The foregoing analyses of industry and market trends apply generally to the electronic information industry, of which, as we have seen, library and information science is one part. The data on the number and usage of databases in the field suggest that it is only a small part of the whole, and one which is accorded far less priority from its primary audience—librarians and other information professionals—than are databases serving their clients' needs. There is no significant indication that a shift in priorities on the part of information professionals is forthcoming despite the fact that the professional literature is a primary resource for any field that seeks to respond to both a dynamic external environment and internal pressures to adapt to increasingly complex issues and practices.

Thus electronic publishing in library and information science seems destined to play a continual game of catch-up, with information providers in the field applying new techniques and technologies to the professional literature well after they have been applied to the information resources of other fields. The extent to which professionally oriented information products and services succeed in the library and information services marketplace will be one measure of the importance

Electronic Publishing

information professionals give themselves at a time of significant technological, environmental, and professional change.

References

1. Wanger, Judith, and Landau, Ruth N. "Nonbibliographic On-line Data Base Services." *JASIS* 31(May 1980):171-80; and Maloney, James. "Online Information Services." In *ALA World Encyclopedia*, 2d ed., edited by Robert Wedgeworth, pp. 611-21. Chicago: ALA, 1986.
2. Cuadra, Carlos. *Directory of Online Databases* 7(Jan. 1986).
3. Lancaster, F. Wilfrid. "The Paperless Society Revisited." *American Libraries* 16(Sept. 1985):553-55.
4. Lynch, Mary Jo. *Sources of Library Statistics 1972-1982*. Chicago: ALA, 1983.
5. Chatterton, Fred, and Pemberton, Jeff. "The Online Professionals—Who Does What... The Marquis/Online, Inc. Project." *Online* 9(July 1985):15-24.
6. Tarter, Blowden. "The Future of Online Full Text Databases." In *SCIL 1986: Software/Computer Conference Proceedings*, chaired by Nancy Jean Melin, pp. 180-84. Westport, Conn.: Meckler Publishing, 1986.
7. Lynch, *Sources of Library Statistics*.
8. Chatterton, and Pemberton, "The Online Professionals."
9. Lynch, Mary Jo. *Financing Online Search Services in Publicly Supported Libraries*. Chicago: ALA, 1981.
10. American Library Association. "ALA Survey of Public Library Services: A Summary Report." Chicago: ALA, Office for Research, 1987, typescript, p. 2.
11. McKinney, Gayle, and Mosby, Ann Page. "Online in Academe: A Survey of Online Searching in U.S. Colleges and Universities." *Online Review* 10(April 1986):115.
12. See Lynch, Mary Jo. *Libraries in an Information Society: A Statistical Summary*. Chicago: ALA, 1987.
13. Williams, Martha E. *Computer Readable Databases*. Chicago: ALA, 1985.
14. _____. "Usage and Revenue Data for the Online Database Industry." *Online Review* 9(June 1985):205-10.
15. Hensel, Martin. "Data Publishing on Optical Disks." In *CD-ROM: The New Papyrus*, edited by Steve Lambert and Suzanne Ropiequet, pp. 487-93. Redmond, Wash.: MicroSoft Press, 1986.
16. Williams, Martha E. "Highlights of the Online Database Field: CD-ROM and New Technologies vs. Online." In *Proceedings of the Seventh National Online Meeting*, compiled by Martha E. Williams and Thomas H. Hogan, pp. 1-4. Medford, N.J.: Learned Information, Inc. 1986.
17. Hawkins, Donald T., and Levy, Louise R. "Front End Software for Online Databases Searching, Part 1: Definitions, System Features, and Evaluation." *Online* 9(Nov. 1985):30-36.
18. _____. "Front End Software for Online Database Searching, Part 2: The Marketplace." *Online* 10(Jan. 1986):33-40.
19. _____. "Front End Software for Online Database Searching, Part 3: Product Selection Chart and Bibliography." *Online* 10(May 1986):49-58.
20. Burgin, Robert. "The User of Microcomputers Across Types of Libraries." *Library Hi Tech News* 34(Jan. 1987):1, 6-9.

This Page Intentionally Left Blank

Synergy, Not Cause and Effect: The Library Profession and Its Literature

PAUL A. KOBASA

THE LITERATURE OF LIBRARIANSHIP has been examined from a variety of perspectives. This interest in the literature is understandable on several counts. Librarians realize that the literature of a profession promotes and reports its evolution; it is in some ways the circulatory system of the profession, distributing information to all points and providing a basis for study and action. Bibliographic control is a prerequisite to accessing information, so librarians practice in their own field what they preach about the creation, organization, and dissemination of information in other fields. In examining their literature, then, librarians work from professional interest on at least two levels: they are applying their professional skills, and they are learning more about the theories behind and purposes and outcomes of the application of those skills.

The nature of the literature as it has changed over time and in terms of national emphases has been described:

The Anglo-American attitude toward the library has been, until recently, highly concentrated on formulating efficient methodology—the Americans possibly contributing mostly to cataloguing and classification practice, with the British emphasizing routine processes; then, after 1950, British theoreticians in classification came greatly into prominence and the Americans turned more towards investigating subject-bibliography and the evaluation of library service to readers....Literature from...[France and Germany] has tended to be heavily weighted towards bibliophily, but there is

Paul A. Kobasa is Assistant Director for Marketing, ALA Publishing Services, American Library Association, Chicago, Illinois.

now to be found much valuable work on computer applications to information retrieval, studies in semantics, and a considerable volume of detail concerning new buildings.¹

In volume one of *Library Science Annual*, Norman Stevens outlined the history of library publishing in the United States and provided profiles of twenty-three present-day publishers of professional material.² In that same volume, Claire England reviewed the library press of Canada.³ And the January and June 1979 issues of the *Drexel Library Quarterly*, edited by George S. Bobinski, treated in some detail each of these aspects of library publishing.⁴ Nine articles and one appendix examine the periodical literature and nonprint material, publishers, authors, bibliographic control, library science libraries, and library publishing outside the United States.

There has been debate on the balance between practical and theoretical literature and the style of writing appropriate to the literature of librarianship. In an informative article published more than a decade ago, J. Periam Danton cited Mary Lou Westerling who studied the contents of fifteen journals for the year 1969 and found that 61 articles were of a philosophical nature and 398 were of a practical nature. Danton commented:

No one will argue that the profession does not need information and guidance of a practical or procedural nature, but the proportion here seems excessive. The frontiers of the profession will not be advanced, its fundamental problems will not be solved, and the many "whys" which it faces will not be answered by "how-we-do-it-good-in-our-library" articles....⁵

Joe Rader made a plea for "eloquence in library literature." He claimed that professional literature

suffers from the slavish imitation of research report literature. With the hegemony of science and technology in our society, we all try to be as "scientific" as possible....We have adopted a form of article writing...like lab reports. This is marked by "sanitized," de-humanized, de-personalized, and BORING [Rader's emphasis] language...laden with statistical devices to strengthen its legitimacy as research.⁶

Lock previously had called for a more strenuous adherence to research discipline, if not to research report style:

A further weakness common to the monographs and to the journals is the frequent absence of disciplined fundamental research....Clearly, experiments cannot be conducted in libraries with the same freedom and detachment as in the physics laboratory, but the research attitude-of-mind is lacking.⁷

Library Profession and Its Literature

But positive reactions do emerge. "Library literature is essential to all of us," wrote Judy Card, "and especially to those working in smaller libraries, in maintaining our professional attitudes and in keeping us from becoming bogged down in day-to-day problems."⁸ Danton closed his article cited earlier by writing that "it may still categorically be said that the library press has made a great deal of progress."⁹

Where progress leads, however, is unclear. The amount of attention shown library literature and the library press appears not to have resulted in a common understanding of this aspect of the library professional scene. Kathryn McChesney recently asked:

What is library science literature? This seemingly innocuous question does not have an equally innocuous answer. Several attempts have been made in recent years to define the term, but often the conclusion is made that it cannot be defined until librarianship clearly defines the term *library science*. The scope of the problem can be seen in the literature used in a typical library school curriculum, which ranges from material on the theory and practice of library science/information science to that of the content of subject disciplines and special formats in all the disciplines.¹⁰

In an effort to provide another perspective on the question, this author will describe what is discovered about library literature through an examination of the catalogs of library publishers and the sales profiles of one library publisher, the American Library Association (ALA). The question of what library literature is or ought to be probably cannot be conclusively answered. Practice and theory within the profession change and so call forth new publications to explain and instruct and draw on the literature of related fields (for example, personnel management and computer science) for collateral support. Library education changes and has an impact on what is published for use in teaching. (The closing of some library schools and changes in enrollment patterns doubtless have an effect on the publishing of material intended to have a strictly curricular purpose.) Alternative formats such as videocassettes and optical disks permit publishers to produce material in the most appropriate form (for example, storytelling techniques on a videocassette rather than in a book) and so change the overall nature of the library publishing program. Examining catalogs and sales patterns will disclose where we are now in terms of what is available and what is being bought. ALA's sales patterns may not be typical for all the library press and are offered only as samples of personal experience rather than as benchmarks for the press as a whole.

It is necessary to be mindful that a publisher of specialized material, especially one which uses the imprint of the national professional association in the field, in deciding what to publish, raises a question similar to the one library materials selectors ask of themselves. Are we to monitor what our library patrons (customers) are borrowing (buying) and then buy (publish) more of the same? Or, in addition to reacting to identified patron (customer) interests, should the librarian (publisher) also select (publish) new materials that will challenge or extend the reader's interest or knowledge?

The question is of particular importance to the publisher of the national professional association because members and nonmembers alike rely on the association to set standards and provide leadership in matters of fundamental professional policy and practice. The association's publisher, in considering evident information needs and sales history and in developing projects and authors, needs to reflect in its decision making the association's roles of reacting to and guiding the profession. There also is a good strategic marketing reason for looking and planning beyond the information needs apparent at the moment. Given the time it takes to conceive, design, develop, produce, promote, and distribute a book or video or database, the marketplace already may be crowded with competitors or the audience may have shifted its attention to another topic. There must be a balance between publishing to satisfy present needs and in anticipation of future needs. Such a balance mitigates the risks inherent in either publishing only what we know people are buying or only what we forecast they will be buying in the future.

To determine in general the nature of materials being produced by the library press, recent catalogs of eighteen publishers were examined (the publishers are listed in appendix A). Publishers named in both Norman Stevens's essay in *Library Science Annual* and in Patricia Brauch's survey in *Librarian/Author*¹¹ were selected. Books were grouped in three categories. For each of the categories, several sample titles are given to demonstrate selection criteria.

1. Philosophical and theoretical foundations: *Concepts in Information Retrieval*. Littleton, Colo.: Libraries Unlimited, 1987; *Report of the Commission on Freedom and Equality of Access to Information*. Chicago: ALA, 1986; and *Towards Foundations of Information Science*. White Plains, N.Y.: Knowledge Industry Publications, 1985.
2. Practical and procedural works: *Catalogs and Cataloging: A Handbook for Library Management*. Santa Barbara, Calif.: ABC-CLIO, 1986; *Conservation Treatment Procedures: A Manual of Step-by-*

Library Profession and Its Literature

Step Procedures for the Maintenance and Repair of Library Materials. Littleton, Colo.: Libraries Unlimited, 1986; and *Librarian's Guide to Telephone Reference Service*. Hamden, Conn.: Shoe String, 1985.

3. Professional reference sources: *ALA World Encyclopedia of Library and Information Services*, 2d ed. Chicago: ALA, 1986; *ARBA Guide to Biographical Dictionaries*. Littleton, Colo.: Libraries Unlimited, 1986; and *Commonsense Copyright: A Guide to the New Technologies*. Jefferson, N.C.: McFarland, 1986.

In addition to books in these categories, most of the publishers considered here also issue bibliographies and general reference works. These titles are not included in the analysis which follows because their end-user is the library patron, though a librarian frequently will inter-mediate. The focus of this study is books intended principally for use by the library school student or library professional.

A total of 273 titles was identified in the catalogs. Of this total, 58 (21 percent) are philosophical or theoretical works; 118 (43 percent) are practical or procedural works; 97 (36 percent) are professional reference sources (percentages are rounded). Twice as many books of a practical or procedural nature were published as books of a philosophical or theoretical nature. If professional reference sources are added to practical and procedural works, the total of 215 represents 79 percent, more than three-quarters of the publishing output of the library press intended for practicing or student librarians in an approximately eighteen-month period.

Although direct comparison is not possible, it is nevertheless interesting to point out that the earlier noted study of periodical literature cited by Danton showed that 13 percent of the articles were on philosophical or theoretical concerns, the remaining 87 percent treated practical or procedural matters. The analyses of publisher catalog entries confirms that the emphasis on materials of a practical or procedural bent remains.

Since this simple general overview does not reveal any change in direction, what more can be learned about the nature of the professional press from an examination of the sales activity recorded by one library science publisher? To answer this question, unit sales for the period September 1986 through August 1987 for approximately 300 titles available from ALA were examined. One thousand copies or more were sold of thirty (hereafter referred to as best-sellers) of those 300 titles (the thirty titles are listed in appendix B and ranked according to the number of copies sold during the period).

The 1000-copy number is an arbitrary one because it is difficult to define what is a best-seller in a profession characterized by many well-defined specialties. Selling fewer than 1000 copies of a book to a small segment of the profession probably would qualify that book as a best-seller. For example, consider ALA's *Guide to the Publications of Interstate Agencies and Authorities*, published in February 1986, of which 230 copies were sold during the period under study. Even considering its total sales of 765 copies since publication six months before the period under study, this title doesn't meet the mark—or does it?

As a measure of whether the sales volume in this case is satisfactory, we can work from the number of ALA members belonging to its Government Documents Roundtable (GODORT). GODORT has approximately 1330 members. This rough measure of the potential market for the book provides a frame of reference for assessing its sales performance. At 765 copies sold, the book approaches 58 percent “market penetration” of the GODORT membership—satisfactory performance at fewer than 1000 copies.

To see this in the obverse, consider a book which has a perhaps wider market among librarians—e.g., the *Library Disaster Preparedness Handbook*. Published in August 1986, 1903 copies of this title were sold during the period under study, ranking it twelfth in the list of thirty “best-sellers.”

About half of ALA's members, some 22,000 persons, characterize themselves as managers or administrators. Assume that librarians in managerial and administrative positions concern themselves to some degree with the protection of library buildings, materials, staff, and patrons. Even allowing for overstatement of the potential audience, at lifetime sales of 2300 copies and therefore a “market penetration” of 10 percent, this book perhaps has not yet performed as well as could be expected.

These are extremely rough measures and a number of factors (e.g., price, competing titles) have not been taken into account. However, they do demonstrate the problems inherent in determining a best-seller in the library market.

When the 300 ALA titles are grouped according to the categories used in the catalog survey, the proportions parallel those which emerged in that survey: 20 percent of the ALA titles are in the philosophical/theoretical category (21 percent in the catalog survey), 41 percent are practical/procedural (43 percent), and 39 percent are professional reference (36 percent).

Library Profession and Its Literature

What pattern emerges when the subset of best-seller titles is grouped into the same three categories? Again, the overall proportions parallel those of the catalog survey and the survey of all ALA titles: most of the books fall into the practical/procedural category, followed by professional reference, then philosophical and theoretical foundations (the category for each title is indicated in appendix B). The percentages for professional reference are very close in all three groups: 36 percent in the catalog study, 39 percent in the overall ALA study, and 37 percent among the best-sellers. There is a shift, however, in the other two categories, practical/procedural and philosophical/theoretical foundations. Of ALA's best-sellers, 7 percent fall into the philosophical and theoretical foundations category; in contrast, approximately 21 percent of the catalog titles and 20 percent of ALA titles overall are in this category. Of ALA's best-sellers, 57 percent are in the practical and procedural category, while 43 percent of the catalog titles and 41 percent of ALA titles overall are so categorized. At this level of examination it appears that ALA's publishing program is not taking its direction solely from sales patterns. While its practical/procedural titles sell more copies, it matched its overall output with observable marketwide publishing trends.

In answer to the obvious question, Why continue to produce titles in a category that does not sell well? it can be said that a professional association publisher has a service motive in addition to that of profit. That is, it publishes according to criteria in addition to that of volume of consumer demand. This special situation of professional association publishing was alluded to earlier in this article.

It was not possible to analyze sales patterns of the for-profit publishers in the field to determine how well their philosophical/theoretical works sell. If their experience is similar to ALA's, then how does one explain parallel publishing program proportions of philosophical/theoretical works among for-profits and ALA alike? There may be a sense that philosophical/theoretical works—"serious" works, scholarly works—somehow legitimize a publishing program overall in the eyes of library professionals. These items position the publisher as a significant source of professional information. In other words, there is a value to pursue beyond that of numbers of copies sold—i.e., a wish to contribute to theory development in the profession in order to compete effectively for the attention of the profession in the marketplace of more lucrative products.

Since no strikingly different pattern emerges from an examination according to these general categories, what can be determined from a

closer look at the thirty best-seller ALA titles? Are there any commonalities as to price or market segment?

Prices run the gamut from \$1.50 to \$75. However, approximately 90 percent of the titles cost less than \$30; 75 percent cost less than \$20, with about the same number of books in the \$10 or less range as in the \$20 or less range. About half of the titles would appear to be useful in all types of libraries. It is not surprising, therefore, that books such as the *Guide to Reference Books*, *ALA Filing Rules*, or *Great Library Promotion Ideas II* are in the best-seller group as they have a broad audience. Some six titles have public libraries as their principal market (e.g., *Planning and Role Setting for Public Libraries*), and another six are equally useful in public and school libraries (e.g., *Museum of Science and Industry Basic List of Children's Science Books 1986*). Because of the relative numbers of school and public libraries, again it is not surprising that books intended for these markets sell well.

Between general purpose books, books for public libraries, and books for public or school libraries, about 90 percent of the best-seller titles are accounted for. By cross tabulating prices and market segments we discover that more than half of the general books cost \$20 or less, and all of the public library books and the school/public library books cost \$20 or less (with 75 percent in the \$10 to \$20 range in both groups). While the characterization of some books as general purpose, others as dual purpose, etc., can be debated, what does emerge from studying these books from a unit sales perspective is a price point—\$20—and two identifiable segments by book type—books for public libraries and books for either public or school libraries.

It is informative to look at the top seller in units for the period in each of the basic categories used elsewhere in this article (philosophical/theoretical, practical/procedural, professional reference) to determine if any special circumstances contributed to its sales performance.

The top selling philosophical/theoretical book is *The Failure of Resource Sharing in Public Libraries and Alternative Strategies for Service*. It is followed closely by the only other book so categorized—i.e., *Art and Design in Children's Picture Books*. At \$20 and \$19.95 respectively and with the former directed to public libraries and the latter of interest to children's librarians regardless of type of library, these books fit the price point and market segment criteria established earlier.

This pattern partially explains why the top selling practical/procedural book is *Stories, Songs, and Poetry to Teach Reading and Writ-*

Library Profession and Its Literature

ing. What also made this book a top seller is its applicability to the classroom in addition to the library. Indeed, the National Education Association copublished this book with ALA and more than half the sales are to educators via NEA.

The top seller overall is also the top selling professional reference title: *Guide to Reference Books*. Its position on the list is not fully explained by its having a broad market; at \$50 it is one of the few best-seller titles costing substantially more than most of the books in the group. The sales performance of *Guide to Reference Books* is the result of its being the tenth edition of this established and respected reference title (high "brand name" recognition), concerted marketing support (direct mail and display advertising over and above standard ALA treatment), and a modest price relative to the information provided (good value).

Another revealing criterion to be applied in examining the best-seller titles is the age of the individual titles; in other words, which books are perennial "best-sellers"? Pre-1986-87 best-seller titles ranked by publication date are found in appendix C. Note that among books available for five years or more and selling 1000+ copies or more in 1986-87, three have to do with cataloging rules or catalog maintenance. The oldest strong seller, *Handbook for Storytellers*, has applications outside the library (day-care facilities, classrooms) which helps it achieve its rank. This subset of the best-seller titles corroborates some findings stated earlier. Those older titles still selling well are almost without exception modestly priced and are of broad general interest to the profession or of interest in public and/or school libraries. (The three titles with an August 1986 publication date qualify only technically as "older" titles and can be removed from consideration without affecting this conclusion.)

This article opened with a review of some of what has been written about library literature in terms of its overall nature and scope and its function in the profession at large. Examination of the literature frequently focuses on the relative proportion of practical and procedural works to philosophical and theoretical works. There followed analyses of what has been produced recently by the library press based on examination of publishers' catalogs and the sales activity recorded by one publisher. Practical and procedural works continue to dominate the monographic output. The examination of ALA's backlist and unit sales history corroborated the overall findings of the catalog examination while providing some additional information as to price points and market segments in relation to sales patterns.

This article has shown what library publishing, at least the monographic side of it, is rather than what it ought to be. It is arguable that a content analysis of some of the titles relegated to the practical and procedural class could reveal that they deal in philosophical principles and theoretical issues in tandem with describing how to perform library service: the descriptions of service are based on those principles and are within the frame of reference of those issues.

However that may be, librarians read what they need. Publishers “read” those needs through analyses of their own sales, examinations of their competitors’ lists, and an awareness of developing issues in the profession, and then the publishers produce materials to satisfy those needs. Establishing cause and effect conclusively (is professional literature supposed to be reactive or proactive?) may finally be counterproductive. There is synergy between the profession and its literature rather than cause and effect. The interdependence of synergy, out of which evolution and progress come, is of greater benefit to the profession than deciding once and for all what its literature ought to be.

Doubtless, publishers would welcome a formula that unerringly predicts what the profession needs. Librarians would welcome such a formula also, assuming it would stem the flow of unnecessary material. There indeed are indicators—elements of such a formula—to be found in analyses of sales activity, etc. But the nature of the profession itself—i.e., its variety and dynamism—prevents the ordering of these elements into a fail-safe formula. Sagacity in producing and in judging what is produced is required of publishers and librarians alike, and therein lies part of the art of publishing for librarianship and part of the professionalism of librarianship.

Appendix A

Publishers’ Catalogs Studied

ABC-Clio
Ablex Publishing Corporation
American Library Association
Publishing Services
R.R. Bowker Co.
Marcel Dekker, Inc.
Greenwood Press
JAI Press, Inc.
Knowledge Industry Publications,
Inc.
Lexington Books

Libraries Unlimited
McFarland & Co., Inc.
Neal-Schuman Publishers, Inc.
The Oryx Press
Pergamon Press
Scarecrow Press
The Shoe String Press
Special Libraries Association
The H.W. Wilson Co.

Library Profession and Its Literature

Appendix B

The Thirty Best-Sellers Ranked by Category
[Rank/title/publication date/price/86-87 units/category]

1. <i>Guide to Reference Books</i>	11-86/50.00	7,615	R
2. <i>Stories, Songs, and Poetry to Teach Reading and Writing</i>	1-87/12.95	4,562	P
3. <i>Copyright Primer for Librarians and Educators</i>	6-87/7.95	4,309	R
4. <i>Anglo-American Cataloguing Rules, 2d ed., paperback</i>	4-78/20.00	4,036	P
5. <i>Planning and Role Setting for Public Libraries: A Manual...</i>	6-87/14.00	4,003	P
6. <i>Output Measures for Public Libraries: A Manual...</i>	6-87/12.50	3,971	P
7. <i>ALA Filing Rules</i>	12-80/5.50	3,014	P
8. <i>Anglo-American Cataloguing Rules, 2d ed., 1985 revisions</i>	1-86/4.00	2,236	P
9. <i>Guidelines for Using AACR2 C.9 for Cataloging Microcomputer Software</i>	4-87/4.25	2,069	P
10. <i>Museum of Science & Industry Basic List of Children's Science Books</i>	11-86/6.95	1,975	R
11. <i>Effective On-the-Job Training</i>	11-86/15.95	1,949	P
12. <i>Library Disaster Preparedness Handbook</i>	8-86/20.00	1,903	P
13. <i>101 Software Packages to Use in Your Library</i>	3-87/17.95	1,648	R
14. <i>Handbook for Storytellers</i>	4-77/17.50	1,567	P
15. <i>Technical Services in the Small Library</i>	1-87/1.95	1,547	P
16. <i>Popular Reading for Children II</i>	5-86/5.00	1,512	R
17. <i>Planning Academic and Research Library Buildings</i>	8-86/60.00	1,407	P
18. <i>Instruction in School Library Media Center Use (K-12)</i>	10-84/12.50	1,306	R
19. <i>Trustee of a Small Public Library</i>	1-86/1.50	1,208	P
20. <i>Great Library Promotion Ideas II</i>	5-86/8.95	1,175	R
21. <i>Easy Access to Information in United States Government Documents</i>	8-86/12.95	1,132	R
22. <i>Reference Service in the Small Library</i>	12-85/1.95	1,120	P
23. <i>ALA Yearbook of Library and Information Services 1987</i>	6-87/75.00	1,085	R
24. <i>Sources of Information in the Social Sciences</i>	6-86/70.00	1,083	R

Appendix B (Cont.)

The Thirty Best-Sellers Ranked by Category
 [Rank/title/publication date/price/86-87 units/category]

25.	<i>Failure of Resource Sharing in Public Libraries and Alternative Strategies for Service</i>	11-86/20.00	1,075	T
26.	<i>Art and Design in Children's Picture Books: An Analysis of Caldecott Award-Winning Illustrations</i>	6-86/19.95	1,044	T
27.	<i>Notable Children's Books 1976-80</i>	5-86/6.95	1,038	R
28.	<i>Concise AACR2</i>	6-81/10.00	1,029	P
29.	<i>Personnel Administration in the Small Public Library</i>	1-83/1.50	1,026	P
30.	<i>Steps to Service: Handbook of Procedures for the School Library Media Center</i>	8-84/9.95	1,007	P

Key:

- P* Practical/procedural
R Professional reference
T Philosophical/theoretical

Library Profession and Its Literature

Appendix C

Pre-1986-87 Best-Sellers Ranked by Publication Date

4-77	<i>Handbook for Storytellers</i>	17.50
4-78	<i>Anglo-American Cataloguing Rules, 2d ed.</i>	20.00
12-80	<i>ALA Filing Rules</i>	5.50
6-81	<i>Concise AACR2</i>	10.00
1-83	<i>Trustee of a Small Public Library</i>	1.50
1-83	<i>Personnel Administration in the Small Public Library</i>	1.50
8-84	<i>Steps to Service</i>	9.95
10-84	<i>Instruction in School Library Media Center Use (K-12)</i>	12.50
12-85	<i>Reference Service in the Small Library</i>	1.95
1-86	<i>AACR2 Revisions 1985</i>	4.00
5-86	<i>Popular Reading for Children II</i>	5.00
5-86	<i>Great Library Promotion Ideas II</i>	8.95
5-86	<i>Notable Children's Books 1976-80</i>	6.95
6-86	<i>Sources of Information in the Social Sciences</i>	70.00
6-86	<i>Art and Design in Children's Picture Books</i>	19.95
8-86	<i>Library Disaster Preparedness Handbook</i>	20.00
8-86	<i>Planning Academic and Research Library Buildings</i>	60.00
8-86	<i>Easy Access to Information in United States Government Documents</i>	12.95

References

1. Lock, R. Northwood. "Professional Literature: An Appreciation." In *Manual of Library Economy: A Conspectus of Professional Librarianship for Students and Practitioners*, edited by R. Northwood Lock, p. 431. Hamden, Conn.: Linnet Books, 1977.
2. Stevens, Norman D. "The History and Current State of Library Publishing in the United States: An Impression." In *Library Science Annual*, vol. 1, edited by Bohdan S. Wynar, pp. 17-28. Littleton, Colo.: Libraries Unlimited, 1985.
3. England, Claire. "The Canadian Library Press." In *Library Science Annual*, pp. 8-16.
4. "The Literature of Librarianship and Information Science, Part I" (volume title). *Drexel Library Quarterly* 15(Jan. 1979):1-100; and "The Literature of Librarianship and Information Science, Part II" (volume title). *Drexel Library Quarterly* 15(July 1979):1-119.
5. Danton, J. Periam. "The Library Press." *Library Trends* 25(July 1976):170.
6. Rader, Joe. "Forum: Library Literature." *Tennessee Librarian* (Spring 1980):32-33.
7. Lock, "Professional Literature," p. 432.
8. Card, Judy. "Forum: Library Literature." *Tennessee Librarian* (Spring 1980):33.
9. Danton, "The Library Press," p. 174.
10. McChesney, Kathryn. "Major Professional Organizations and Professional Literature." In *The Library in Society* (Library Science Text Series), by A. Robert Rogers and Kathryn McChesney, p. 223. Littleton, Colo.: Libraries Unlimited, 1984.
11. Brauch, Patricia. "Survey of Library and Information Science Book Publishers." In *Librarian/Author: A Practical Guide on How to Get Published*, edited by Betty-Carol Sellen, pp. 91-116. New York: Neal-Schuman Publishers, Inc., 1985.

Library School Curriculum: Library Publishing

ELIZABETH J. LANEY

THE RELATIONSHIP BETWEEN the curriculum in schools of library science and in the published literature of library science will be reviewed. Does library literature react to the library school curriculum, or does the library school curriculum react to library literature?

Some may assume that publications in the library field have been based on the schools' needs for supporting the curriculum, others that library materials are published primarily for the practicing librarians. David A. Tyckoson has observed:

That librarians and publishers are dependent on each other is a statement of the obvious. Librarians rely on the publishing community to produce and market the information sources that are necessary for the transfer of information, and publishers count on the library community to purchase enough copies of each title to make its publication a profitable venture.¹

Purportedly, the curriculum of library science has been based on the needs of the students to be prepared to serve the libraries for which they work. William C. Robinson stated: "The nature of library education depends on the larger professional environment. Professional practice creates demands for change which are reflected in library education."² Edward G. Holley stated that "library education will follow what happens in librarianship....[This] view is probably not shared by many library educators who see library education as leading the field..."³

Elizabeth J. Laney is Librarian, School of Information and Library Science, University of North Carolina, Chapel Hill, North Carolina.

There does seem to be a close relationship between the areas of instruction in schools and the publications in those same areas. There may be some question on whether the curriculum developed and then was followed by publication in the subject area or if the publications appeared first and were followed by curriculum changes. A survey of the history of library education and of library publishing reveals the relationship of education and publishing in librarianship and how each has changed as the needs of practicing librarians have changed.

In 1876, in an editorial in the first issue of *The American Library Journal*, Melvil Dewey discussed the importance of moving from passive librarian to active supporter for reading.⁴ The Department of Library Science in the Armour Institute of Chicago provided lectures, instruction in techniques, and practical experience. It taught courses in library handwriting, accessioning, cataloging, classification, loan systems, binding, reference, bibliography, and keeping the shelves in good order. Students in schools of library economy read *The American Library Journal*, and their textbooks were the manuals and guides used in carrying out their work. Practice was as important as the books they used.

Early training in library economy was presented by libraries for their staffs. In keeping with the apprenticeship program of the time, long employment led to promotion without formal education. The work experience in the library was considered to be adequate for doing the work required. Large libraries established formal programs to facilitate the training of their staffs and sometimes accepted students from nearby smaller libraries. They taught library routines and practical work emphasizing practical applications for doing the work at hand. An examination given to the Los Angeles Public Library Training Class on 1 March 1895 asked practical questions regarding sources of funding for public libraries, collection lists, and addresses of supplies and book vendors.

On 5 January 1887, the first formal school in library economy at an educational institution met at Columbia University and later moved to the New York State Library. The Armour Institute, which became the Illinois State Library Training School in 1897, stated in its 1898 Circular of Information that "there are so few text-books on library economy that instruction is almost altogether by lecture and laboratory work."⁵ Work in the university library was a practical supplement to the lectures for students who were provided a liberal arts education, professional courses, and field experience.

By 1902, six schools of library economy had been established. Even though there was an emphasis on instruction in technical skills, early

Library School Curriculum: Library Publishing

schools expected their graduates to be educated—as well as technically competent—and required study in the history of books and various aspects of literature. The students subscribed to *Library Journal* and *Publishers Weekly*.

According to the Circular of Information from the University of Illinois Library School of 1913-14, the school still had “few text books on library economy.”⁶ The Circular for 1916-17 announced: “In the rooms of the Library School is shelved a well-selected collection of books, pamphlets and periodicals on library economy and allied subjects....” The circular also stated that “the instruction in the first year covers the generally accepted methods and practices in library work....”⁷

In reports of studies commissioned by the Carnegie Corporation, Charles C. Williamson wrote *Training for Library Work* (1921) and *Training for Library Service* (1923). Williamson observed that:

two main types of training for library work are required. The first is the broad general education represented at its minimum by a full college course...plus at least one year's graduate study in a library school properly organized to give a thorough preparation for the kind of service we describe as “professional”. The second type calls for a general education...a high school course followed by a course of instruction designed to give a good understanding of the mechanics and routine operations of the library....Library administrators appear to be making little or no effort to keep these two types of work distinct....⁸

He observed that half of student time was devoted to four core courses—i.e., cataloging, book selection, reference, and classification. He also noted that more opportunity than in the past was given to courses which would meet social needs of library patrons such as children's work, current events, public documents, subject headings and subject bibliography, and the history of books. Williamson stated that “the library school curriculum...represents...the current demands of the librarians who employ the graduates....”⁹ He also noted that “the efficiency of library schools...would be greatly increased by satisfactory teaching aids, particularly text-books.”¹⁰ The books which the students purchased were manuals of practice; textbooks were nonexistent. Instructors used reading lists of journal articles and reports as well as mimeographed syllabi supplemented by student notes.

The *ALA Manual of Library Economy*, a compilation of reprints from thirty-two authors, was criticized as being too brief and sketchy to be of value as a textbook or manual. Williamson recommended that library schools be reserved for professional staff, that they adopt standardized curricula, that standards for librarians' education be set and

enforced, and that satisfactory textbooks be developed. In 1924, the ALA Board of Education for Librarianship, with support from the Carnegie Corporation, developed standards for library schools, sponsored summer institutes for faculty and practicing librarians, and conducted curriculum studies. The board also commissioned design of instructional materials and publication of seven new textbooks.

In *The American Public Library and the Diffusion of Knowledge* (1924), William S. Learned discussed the cultural and social potential of public libraries and reflected a new philosophy of librarianship advocating librarians who were professionally trained scholars. In 1925-26, the American Library Association published a four-volume survey of libraries in the United States. When ALA published *Simple Library Cataloging*, by Susan Grey Akers in 1927, it was called pedestrian. However, the simple instructions for the small library kept it popular enough to have six editions during forty-two years, and it became a classic. Along with the bibliographies and guides, which provided practical assistance in the operation of libraries, librarians were reading newly published surveys and studies of libraries.

Programs in library economy, which stressed the practical application of library procedures, were gradually discontinued in the large libraries, while schools for library education, which emphasized theory and research, were being established in colleges and universities. Concurrent with a concern for an academic approach was the added emphasis on theory in the curriculum.

The Graduate Library School of the University of Chicago was established in 1926 and during the 1930s the school awarded the first doctorate degree in library science, offered summer institutes for practicing librarians, and published the *Library Quarterly* as a significant contribution to the literature of librarianship. A series of studies in librarianship, more extensive than those in *Library Quarterly*, was published by the University of Chicago Graduate Library School. The first, *An Introduction to Library Science* (1933) by Pierce Butler, contained a foreword by Louis R. Wilson which stated: "The volume is not an elementary handbook which deals with library rules and procedures.... [It] shows how the problems of the modern library as an important social institution may be studied in accord with its spirit and methods."¹¹

J. Periam Danton, a professor at the Columbia School of Library Service, conducted a survey of library education in 1946. He identified the problems of the curriculum as: too much emphasis on techniques and not enough on professional and intellectual aspects of librarianship, too much content crowded into one year, too much of an attempt

Library School Curriculum: Library Publishing

to serve all types of libraries, not enough depth in subject specialization, not enough education for leadership, and not enough training for administrators. He concluded that both technical processes and theoretical and philosophical aspects were needed in library education.¹² In *Education for Librarianship*, published by Unesco in 1949, Danton recommended that an ideal library school should have five core courses: (1) cataloging and classification, (2) bibliography and reference materials, (3) book buying and book selection, (4) library organization and library administration, and (5) reading needs and interests. The list sounds like the same basic courses. However, in enlarging on the proposed content of the courses, Danton included theory with the how-to-do in each course description. "The ideal is to be found in a co-ordinated blending of theory and practice."¹³

A theoretical approach became stronger in the literature with books and journals that discussed librarianship as a profession, while at the same time up-to-date how-to manuals were continued. *Practical Administration of Public Libraries* by Joseph L. Wheeler and Herbert Goldhor (1962, Harper and Row), was a basic guide which became a standard text.

Librarians established presses to fill the needs in the field. Library-related books and journals were distinguished by short runs and small discounts, by materials with marginal appeal, by the quality of content required by the profession in new monographic series, and by direct sales to libraries and students. H.W. Wilson and R.R. Bowker were joined by Scarecrow and Shoestring presses in the 1950s. The 1960s brought Libraries Unlimited, Greenwood, and Pierian presses. Gaylord Professional Publications and Neal-Schuman appeared in the 1970s.

Most library science monographs and serials were general in nature. Jean Key Gates edited the McGraw-Hill *Series in Library Education* whose first volume was *Introduction to Librarianship* (1968) written by Gates. The last title in the series was *Library Collections, Their Origin, Selection and Development*, written by Richard K. Gardner. Important new series appearing in the 1970s included the N.C.R. Microcard Series, *Readers in....* on general topics, which were a compilation of excerpts from the literature and the Bowker *Problems in Librarianship Series*, four titles on four aspects of librarianship presented in case studies.

From Libraries Unlimited, the *Library Science Text Series* included such general titles as *Introduction to Cataloging and Classification* by Bohdan S. Wynar (1964), with a seventh edition in 1985. The preface of the 1985 edition stated that it was used as a text for library

school students and as a handy reference for practicing catalog librarians. Jesse H. Shera's *Introduction to Library Science: Basic Elements of Library Service* (1976), was another general title. Also included in the same series were such specialized topics as *Science and Engineering Reference Sources: A Guide for Students and Librarians*, by H. Robert Malinowski (1967), and *Introduction to United States Public Documents*, by Joe Morehead (1975). The *Information Science Series*, published by Becker and Hayes, included such forward-looking titles as *Information Storage and Retrieval Systems for Individual Researchers* by Gerald Jahoda (1970) and *Information Analysis and Retrieval* by Allen Kent (1971).

As the schools of library science developed into full-scale professional schools, a broad range of courses was offered in general library operations. The first year tended to contain primarily generalized instruction including the required core courses. A few courses addressed various functions in the library such as reference services and technical services; and some dealt with various types of libraries such as school and public. In the few longer programs, the specialized courses were taught in the second year. The consensus among library educators was that the specialist needed the generalities as a foundation, and it was felt that a student could choose not to specialize.

An overview of the material of the period from 1960 to 1985 was provided by "My Favorite Reference and Adult Service Professional Sources," a selection of twenty-five books compiled by Sally A. Davis and published in commemoration of the silver anniversary of *RQ* in 1985. A few of the books were bibliographic; however, even those annotated lists were accompanied by essays which analyzed trends. Manuals and guides now included theory. *Citation Indexing: Its Theory and Application in Science, Technology and Humanities* by Eugene Garfield combined instruction in the uses of citation indexes with a history of the products. *Library Surveys: An Introduction to Their Use, Planning, Procedure and Presentation* by Maurice B. Line (England) gave practical directions in survey techniques but also discussed the importance of including patrons in decisions. Some titles selected for this list contain more theory than actual procedures. In "*The Compleat Librarian*" and *Other Essays*, Jesse H. Shera shared his philosophy of librarianship. *The Service Imperative for Libraries: Essays in Honor of Margaret E. Monroe* edited by Gail A. Schlachter, included literature surveys but primarily provided a public services overview that encouraged provocative thinking.¹⁴

When books of value for the library school students were finally published, they were not strictly textbooks. They were "of use both to

Library School Curriculum: Library Publishing

students and to practicing librarians."¹⁵ and were addressed to the "general library audience which was assumed to be a single audience with a broad unity of [purpose and] interest."¹⁶

Recently schools have encouraged students to specialize. Along with more general courses, emphasis is placed on educating students to provide information for a specialized clientele or to operate a specific function in the library. The core of basic courses has remained essentially the same (with continuing updates), while function specialties and clientele specialties have been added. The broad and encompassing field of information has expanded the focus of library schools. Schools have added all or part of a second year to accommodate additional areas of interest.

The Advisory Committee to the Office of Library Education of ALA commissioned a study of library education for which Ralph Conant reported in 1980. Lester Asheim reflected in the foreword that "a strong and recurring recommendation in the Conant report is the need for educators and librarians to work together in designing the best professional education for librarianship."¹⁷ The study reported that the foundations course continued to be important in a shortened form, the traditional core courses continued to be significant, and information science courses had been added. The need for a balance of theoretical and applied instruction was reiterated, as was the importance of broad professional training on which to emphasize specialization. Schools offered at least a semblance of specialization often in two or three courses. It was proposed that professional and paraprofessional training be delineated and separated in the training, and that all students receive a broad basis in aspects of librarianship with the possibility of specialization. The recommended categories for courses were: foundations, administration, technical services, types of libraries, reference and bibliography, and client group services.¹⁸

The ALA Committee on Accreditation published *Accreditation: A Way Ahead* in 1986. That report divided the core knowledge requirements into three main categories—*knowledge areas*: philosophy, environment, management; *tool areas*: analytical, bibliographic; and *skill requirements*: communication, technological, interpersonal. The report addressed the problems of dealing with multiple specializations within a unified program of study and observed that schools were attempting a core of courses for a broad foundation in the information profession which continued to be cataloging and classification, reference and bibliography, selection of materials, and library administration. The integration of information science material gave the

traditional courses a new flavor. The report noted that the role of the information professional in society and the skills needed were still evolving.

Edwin M. Cortez observed:

One hopes that graduates of accredited library programs have gained sufficient prerequisite skills in the organization, classification, storage, retrieval, and dissemination of information. However, these skills are not practiced in a vacuum. They are practiced in real environments, with real people and live problems.... There is a theoretical basis for the study of the environment in which information services are performed.¹⁹

It appeared that a massive curriculum change was not needed, but more of an adaptation to the new environment of the educational programs of traditional skills. The basic skills were given a broader focus with the new technology. Hollace A. Rutkowski observed that, "learning is a life-long endeavor and formal education is but a part of that process....[A] line [which] we should attempt to draw less sharply is that between educators and practitioners. We must move toward more meaningful and frequent dialog."²⁰

"The information environment in which the library exists is changing—exploding...." according to Griffiths and King in *New Directions in Library and Information Science Education*. The core curriculum continues to include the same courses which have been taught for almost 100 years. They include the basics of administration, bibliography and reference, and selection and cataloging/classification. To this curriculum is now added a wide range of courses from the field of information science relating to technology in libraries, information retrieval, information management, and information system design.²¹ An examination of some of the popular current textbooks written for the traditional core curriculum provides insight into some of the current trends in library education.

Margaret Mann's *Introduction to Cataloging and Classification*, which was a curriculum staple for many generations of library school students, only appeared in two editions—the last in 1946. In contrast to Mann's classic, Wynar's previously mentioned book with the same title has appeared in seven editions. The first edition of Wynar's work appeared in 1964, and the most recent edition, written by Arlene Taylor, was published in 1985. What distinguishes the later editions, especially the sixth (1980) and seventh edition of the Wynar textbook, is an increasing emphasis on descriptive cataloging and access points. Mann recommended the *ALA Catalog Rules* (1908) as the appropriate code but assumed that the student could follow it without interpretation.

Library School Curriculum: Library Publishing

Although the second edition of Mann's *Introduction to Cataloging and Classification* contained less than twenty pages on choice of entry and only three or four on description, the latest edition of Wynar's *Introduction to Cataloging and Classification* has over 300 pages devoted to description and access. In comparing the texts of Wynar and Mann, one is struck less by the impact of technology on libraries and the datedness of Mann than by the rule orientation of Wynar. Another cataloging textbook was also published in the 1980s. *Cataloging and Classification: An Introduction* by Lois Mai Chan appeared in 1981 as part of the *McGraw-Hill Series in Library Education*. It is shorter than Wynar's book and uses a greater portion of the text discussing subject headings and classification, but as in Wynar's book the emphasis is on rules.

William Katz in the McGraw-Hill *Introduction to Reference Work*, first published in 1969, foreshadowed the impact of computer technology on library service: "Computers offer a method of controlling information, of easing the burden on overworked librarians, of quite literally revolutionizing the future pattern of library service."²² The fifth edition, published in 1987, included a section on online reference service, including online searching, databases, microcomputers, and bibliographic networks.²³ It should, however, be noted that all of these new trends are discussed in volume 2 of the work, and volume 1 continues to be an annotated bibliography of reference tools.

Library Management by Robert D. Stueart and John Taylor Eastlick first appeared in 1977 in Libraries Unlimited's Library Science Text Series. In the ten years since its appearance, *Library Management* has undergone two revisions; the third edition, a 1987 imprint, was authored by Robert D. Stueart and Barbara B. Moran. In that time period the volume has more than doubled in length as a result of expansion of key topics and the inclusion of 130 pages of appendixes which provide practical examples of the policy statements and working documents described in the text. Perhaps the most noticeable addition to the text is the emphasis placed on change and its impact on library management. Not only is the concluding chapter titled "Change" but chapters on planning, organizing, and directing have all undergone substantial revisions to incorporate the strategies for dealing with change into the topics. Strategic planning and organizational structure receive careful attention, and the focus of "Directing" has shifted from supervision to motivation, leadership, and communication.

In the 1980s the selection of library materials appeared to be a popular topic among library writers. Even though some of these works are part of library science text series, all can be used by practicing

librarians as well as by library science students. Some books were new editions or adaptations of earlier works. In 1981, H.W. Wilson Company published a second edition of Robert Broadus's *Selecting Materials for Libraries*. He states in the preface: "I hope this book will be useful in connection with first courses in the topic as offered in schools and departments of librarianship, and that practicing librarians also will find here some stimulation."²⁴ In their 1984 book, *Acquisitions Management and Collection Development in Libraries*, Rose Mary Magrill and Doralyn Hickey acknowledged a debt to Stephen Ford's 1973 *Acquisitions of Library Materials*. Both books were published by ALA. Arthur Curley and Dorothy Broderick revised the fifth edition of *Building Library Collections* written by Wallace Bonk and Rose Mary Magrill and published in 1979 by Scarecrow Press, to produce a sixth edition published in 1984 by Scarecrow Press. The new edition has more information about preservation and resource sharing but in many ways is similar to the earlier editions. Edward Evans's *Developing Library Collections*, published in 1979 by Libraries Unlimited, was revised for a second edition published in 1987 with the new title *Developing Library and Information Centers*. In the second edition, "more emphasis is placed on the concepts of information and information transfer."²⁵ Other books on selection of materials included: *Collection Development: The Selection of Materials for Libraries* by William Katz, published in 1980 by Holt, Rinehart, and Winston; *Library Collections: Their Origin, Selection and Development* by Richard K. Gardner, published in 1981 by McGraw-Hill; and *Collection Development: A Treatise*, a two-volume collection edited by Robert Stueart and George Miller and published by JAI Press in 1981. It is hard to believe that so many books were written on a similar subject. One possible explanation is that the various authors and publishers had all moved to fill a perceived void at the same time.

A recent development in selection publications is illustrated by the ALA publication *Selection of Library Materials in the Humanities, Social Sciences, and Sciences* (1985). This book consists of chapters written by subject specialists who describe selection practices in specific fields such as history, sociology, and biology. While this type of work is useful as a student text, it is also helpful to the experienced practitioner selecting in a specific field for the first time. One can speculate that there will be more of this type of book in the future and fewer of the introductory textbooks.

In addition to the increase in the quantity of textbooks and revised editions, in core subjects there has been a proliferation of monographs, monographic series, journals, and newsletters on highly specialized

Library School Curriculum: Library Publishing

topics. However, gaps continued to exist. For example, audiovisual materials were used in libraries long before books on their use appeared. Instructors in library schools used equipment catalogs, catalogs of producers of audiovisual materials, and indexes of materials which included nonprint. They also developed in-house manuals for cataloging audiovisual materials before the cataloging rules were standardized, and they produced syllabi for instruction.

More monographs in the field are published each year which was demonstrated in a study by Webreck and Weedman. The study showed that 222 new library science books were published in 1971 and 321 were published in 1983.²⁶ *Library Science Annual*, a review of the literature of librarianship, was published for two years under that title, then the third volume carried the new title *Library and Information Science Annual* for 1987. Ann E. Prentice noted that "the field of library and information science becomes broader and...less defined."²⁷ Librarianship has reached into other disciplines—e.g., management—for some of its materials.

The important basic journals continue to be the same. However, they have been joined by more specialized journals to meet needs in subject and function areas. In addition, numerous new journals reflect the information emphasis which is more predominant each year.²⁸

Audiovisual and microform formats were joined by online databases and then by CD-ROM. As the formats expand, so do the quantity and accessibility of data available. Norman D. Stevens observed in 1985 that: "A sophisticated variety of specialized material, designed to assist librarians in their own work, is now published on a regular basis and is generally of high quality."²⁹ Library publishing had become stable and profitable. An indication of the increase in library professional literature can be seen in the fact that *Library Literature* indexed thirteen major national professional journals and showed approximately twenty professional books from four publishers reviewed in journals in 1950. In 1983, *Library Literature* indexed forty major national journals and 200 professional books from fifteen publishers. Early journals, which served general library audiences, continued to serve that function. Numerous new specialized journals were published to serve the needs of a special type of library, a special area of operation, or some special function or service.

In 1985, Frederick G. Kilgour, in the Third British Library Annual Lecture *Beyond Bibliography*, discussed Electronic Information Delivery Online System (EIDOS), which he was developing with associates at Online Computer Library Center (OCLC). He predicted that in the active library of the future, expert systems—artificial intelligence

systems—would collect and select knowledge, organizing it for use in information processing systems for man-machine interface.³⁰

The demands of the marketplace require that library schools, with the word “information” in their names, expand their curricula to meet diverse opportunities for new graduates. Courses are added and more students take courses in other departments of the college or university to assist in diversification. **Changes in the curriculum are responses to criticism from the field, results of experimentation in schools, and made possible by funding from foundations and government agencies.**

The volume of literature in the field has exploded. Series are announced and begun but never completed or completion is delayed. Journals and newsletters are created or issued as supplements to existing serials; some may be discontinued or published erratically. The old standard publishing houses for monographs and serials, though continuing in a dependable manner, merge with other publishers, change formats, or change subject emphasis. At the same time that library publishing is expanding it is also evolving. Some periodicals will settle down and continue, some monographic series will find a niche and publish regularly, and some monographs will meet a real need in the field and have numerous editions. New approaches from new perspectives of the field continue to develop. Electronic mail systems and electronic publishing are becoming widespread.

Libraries are the chief market for most library-related publications. Few publications are exclusively oriented toward student learning. Each library school does purchase a copy of most titles in the field. All large libraries have extensive collections in the literature of librarianship and information science for practical assistance and to support the professional activity of their staffs. Even the smallest libraries purchase some of the basic tools and subscribe to a few journals in the field. There are fewer than 100 programs of library and information studies in the United States. More than 25,000 copies of *Library Journal* and *Wilson Library Bulletin* are published, and Scarecrow Press prints 750 to 5000 copies of each title.

Library school curriculum and publishing in library literature react to needs of librarians, and each contributes greatly to progress in library service by bringing new issues to the attention of practitioners as well as to students who will be future practitioners. Historically, in library education and in library publishing, the rule is change. The same is true of libraries today. The curriculum, supporting the practicing librarian by providing new staff or retraining old staff, and the publisher, producing new materials, are changing to meet today's

Library School Curriculum: Library Publishing

needs. It is hoped that both library education and library publication will continue to change to meet the needs of tomorrow for libraries and for access to information.

References

1. Tyckoson, David A. "On the Conference Circuit—Librarians and Publishers: Friends or Foes?" *Technicalities* 6(Oct. 1986):10.
2. Robinson, William C. "Time Present and Time Past." *Journal of Education for Library and Information Science* 26(Fall 1985):79.
3. Holley, Edward G. "Does Library Education Have a Future?" *American Libraries* 17(Sept. 1986):706.
4. Dewey, Melvil. "The Profession." *The American Library Journal* 1(30 Sept. 1876):5-6.
5. "University of Illinois, State Library School." *Circular of Information*. Urbana: The University, 1898, p. 4.
6. "University of Illinois Library School, 1913-1914, Circular of Information." *University of Illinois Bulletin* 10(5 May 1918):16.
7. "The University of Illinois Library School Circular, 1916-1917." *University of Illinois Bulletin* 13(5 June 1916):10.
8. Williamson, Charles C. *The Williamson Reports of 1921 and 1923*. Metuchen, N.J.: Scarecrow, 1971, pt. 1, p. 11.
9. *Ibid.*, p. 40.
10. *Ibid.*, p. 70.
11. Butler, Pierce. *An Introduction to Library Science*. Chicago: University of Chicago Press, 1933, p. vii.
12. Danton, J. Periam. *Education for Librarianship: Criticisms, Dilemmas, and Proposals*. Columbia, N.Y.: School of Library Service, Columbia University, 1946, pp. 6-22.
13. _____. *Education for Librarianship*. Paris: Unesco, 1949, p. 26.
14. Davis, Sally A., ed. "Professional Materials." *RQ* 25(Fall 1985):150-60.
15. Metzger, Philip A. "An Overview of the History of Library Science Teaching Materials." *Library Trends* 34(Winter 1986):473.
16. Wynar, Bohdan S., ed. *Library Science Annual*, vol. 1. Littleton, Colo.: 1985, p. 18.
17. Conant, Ralph W. *The Conant Report: A Study of the Education of Librarians*. Cambridge: MIT Press, 1980, p. ix.
18. *Ibid.*, pp. 177-78.
19. Cortez, Edwin M. "Developments in Special Library Education: Implications for the Present and the Future." *Special Libraries* 77(Fall 1986):205.
20. Rutkowski, Hollace A. "Introduction and Overview." *Special Libraries* 77(Fall 1986):189.
21. Griffiths, José-Marie, and King, Donald W. *New Directions in Library and Information Science Education*. White Plains, N.Y.: Knowledge Industry Publications, 1986, pp. 267-70.
22. Katz, William A. *Introduction to Reference Work Volume II: Reference Services*. New York: McGraw-Hill, 1969, p. 215.
23. _____. *Introduction to Reference Work Volume II: Reference Services and Reference Processes*. New York: McGraw-Hill, 1987, pp. 83-171.
24. Broadus, Robert N. *Selecting Materials for Libraries*, 2d ed. New York: H.W. Wilson Co., 1981, p. vii.

25. Evans, G. Edward. *Developing Library and Information Center Collections*, 2d ed. Littleton, Colo.: Libraries Unlimited, 1987, p. xv.
26. Wynar, Bohdan S., ed. *Library Science Annual*, vol. 2. Littleton, Colo.: Libraries Unlimited, 1986, p. 4.
27. _____, ed. *Library and Information Science Annual*, vol. 3. Littleton, Colo.: Libraries Unlimited, 1987, p. 10.
28. Kohl, David F., and Davis, Charles H. "Ratings of Journals by ARL Library Directors and Deans of Library and Information Science Schools." *College & Research Libraries* 46(Jan. 1985):40-47.
29. Wynar, *Library Science Annual*, vol. 1, p. 19.
30. Kilgour, Frederick G. *Beyond Bibliography* (Third British Library Annual Research Lecture). London: The British Library, 1985, pp. 4-9.

Additional References

- Committee on Accreditation, American Library Association. *Accreditation: A Way Ahead*. Chicago: COA, ALA, 1986.
- Berelson, Bernard. *Education for Librarianship* (Papers Presented at the Library Conference, University of Chicago, 16-21 Aug. 1948). Chicago: ALA, 1949.
- Bobinski, George S. "Notable Books in Library Science: A Preliminary List." *Drexel Library Quarterly* 15(July 1979):50-77.
- Bowman, Mary Ann, comp. *Library and Information Science Journals and Serials: An Analytical Guide*. Westport, Conn.: Greenwood Press, 1985.
- Butler, Pierce. *An Introduction to Library Science*. Chicago: University of Chicago Press, 1933.
- Carroll, C. Edward. *The Professionalization of Education for Librarianship with Special Reference to the Years 1940-1960*. Metuchen, N.J.: Scarecrow Press, 1970.
- Churchwell, Charles D. *The Shaping of American Library Education*. Chicago: ALA, 1975.
- Friends of the Library and the University Library, University of North Carolina at Chapel Hill. *Symposium on Scholarly Communication and Research Libraries: The Bookmark 54*. Chapel Hill: University of North Carolina, 1986.
- Grotzinger, Laurel A. "Curriculum and Teaching Styles: Evolution of Pedagogical Patterns." *Library Trends* 34(Winter 1986):451-68.
- Hayes, Robert M. "The History of Library and Information Science: A Commentary." *The Journal of Library History* 20(Spring 1985):173-78.
- Mailing Lists Catalog*, 1986. New York: Bowker, 1986.
- Melin, Nancy Jean. "The Specialization of Library Periodical Literature: Its Development and Status." *Drexel Library Quarterly* 15(Jan. 1979):25-51.
- Metcalf, Keyes D., et al. *The Program of Instruction in Library Schools*. Urbana-Champaign: University of Illinois Press, 1943.
- Munn, Ralph. *Conditions and Trends in Education for Librarianship*. New York: Carnegie Corp., 1936. See also handwritten notes by Louis Round Wilson in volume held by School of Library Science, University of North Carolina at Chapel Hill.
- Oller, A. Kathryn, ed. *Education for Librarianship: A New Approach to the Core*. Philadelphia: Drexel University, 1974.
- Rayward, W. Boyd. "Library and Information Science: An Historical Perspective." *The Journal of Library History* 20(Spring 1985):120-36.
- Reece, Ernest J. *The Curriculum in Library Schools*. New York: Columbia University Press, 1936.
- Schuman, Patricia Glass, and Pedolsky, Andrea. "Publishers of Library Science Books and Monographs." *Drexel Library Quarterly* 15(Jan. 1979):77-98.

Library School Curriculum: Library Publishing

- Schutze, Gertrude. *Documentation Source Book*. New York: Scarecrow, 1965.
- _____. *Information and Library Science Source Book*. Metuchen, N.J.: Scarecrow, 1972.
- Sellen, Betty-Carol, ed. *Librarian/Author: A Practical Guide on How to Get Published*. New York: Neal-Schuman, 1985.
- Shores, Louis, ed. *Challenges to Librarianship*. Tallahassee: Florida State University, 1953.
- Special Libraries Association. *Employers' Evaluation of Training Desirable for the Special Librarian*. Washington, D.C.: SLA, 1948.
- Stevens, Norman D., and Stevens, Nora B., eds. *Author's Guide to Journals in Library and Information Science*. New York: Haworth Press, 1982.
- Stuart-Stubbs, Basil. *Changing Technology and Education for Librarianship and Information Science*. Greenwich, Conn.: JAI Press, 1985.
- Tegler, Patricia. "The Indexes and Abstracts of Library and Information Science." *Drexel Library Quarterly* 15(July 1979):2-23.
- Vann, Sarah K. *Training for Librarianship Before 1923*. Chicago: ALA, 1961.
- Wheeler, Joseph L. *Progress and Problems in Education for Librarianship*. New York: Carnegie Corporation, 1946.
- White, Herbert S. "The Future of Library and Information Science Education." *Journal of Education for Library and Information Science* 26(Winter 1986):174-82.
- Wiegand, Wayne A. "The Socialization of Library and Information Science Students: Reflections on a Century of Formal Education for Librarianship." *Library Trends* 34(Winter 1986):383-99.
- Williams, Robert V., and Zachert, Martha Jane K. "Specialization in Library Education: A Review of Trends and Issues." *Journal of Education for Library and Information Science* 26(Spring 1986):215-32.
- Williamson, Charles C. *Training for Library Service*. New York: Merrymount Press, 1923.

This Page Intentionally Left Blank

Current Awareness in Librarianship

PATRICIA F. STENSTROM
PATRICIA TEGLER

THIS ARTICLE WILL EXPLORE the ways in which librarians keep up to date (if they do) through the use of professional literature.¹ The term commonly used to describe the process of keeping up to date is *current awareness*. Current awareness is also defined as "a system, and often a publication, for notifying current documents to users of libraries and information services." To add to this confusion, selective dissemination of information (SDI) is also used synonymously with current awareness services.² To avoid confusion in this article, current awareness is defined as the process of keeping up to date; current awareness services as systems for notifying users of current documents; and SDI as the provision of current awareness to users based on a statement of the individual's information requirements (called a profile).

Current awareness then is knowledge of recent developments in a field. Generally, the knowledge is of developments which relate to an individual's profession. Kemp has listed four types of knowledge involved in the current awareness process: "new theoretical ideas and hypotheses; new problems to be solved; new methods and techniques for solving old and new problems; and new circumstances affecting what people do and how they may do it."³

In many respects the current awareness process is the opposite of the retrospective search. The retrospective search begins with the need to locate information on a specific topic for a specific purpose. The goal of

Patricia F. Stenstrom is Library and Information Science Librarian, Associate Professor, University of Illinois at Urbana-Champaign; and Patricia Tegler is Systems Librarian, Kirkland and Ellis law firm, Chicago, Illinois.

current awareness on the other hand is less specific. It is the need to understand current developments in order to do one's work more effectively. The assumption that information can be applied on the job is what motivates a professional to maintain current awareness. The current awareness process is one of serendipity rather than one of organized purpose. Unlike the retrospective search which time usually circumscribes—only the last five years for example—the current awareness search is, by definition, rooted in the present.

The need for current awareness should be obvious. Schon has described a contemporary crisis in confidence in professional expertise. While acknowledging that the crisis in confidence may be due in part to the bureaucratization and self-centeredness of professionals, he believes that "it also hinges centrally on the question of professional knowledge."⁴ Schon also quotes Harvey Brooks who states that "the dilemma of the professional today lies in the fact that both ends of the gap he is expected to bridge with his profession are changing so rapidly: the body of knowledge that he must use and the expectations of the society that he must serve."⁵ Yet Clark has demonstrated that practitioners in psychology and sociology were less motivated to keep up to date through the use of literature than were teachers and researchers.⁶ With this in mind, what pattern emerges when library practitioners' use of professional literature is examined?

Although there has been no research specifically on librarians' current awareness activities, there are studies that examine librarians' use of professional literature. A summary of several of these is useful in understanding current awareness patterns. In 1981, Ali utilized survey research to measure practitioners' perceptions toward journal literature, secondary services, conferences, etc.⁷ His aim was to determine the usefulness of these methods in the dissemination of research results. He mailed a self-reporting questionnaire to chief librarians in the United States and the United Kingdom. His survey population included public, academic, and special librarians. Results of the survey indicated that in both countries journal literature was the primary source of information. In the United States, twelve journals were regularly scanned by at least eleven respondents. *Library Journal (LJ)* was at the top of the list and *Library Resources & Technical Services (LRTS)* and *RQ* (which Ali mistakenly called Reference Quarterly) were at the bottom. Almost ten times as many respondents read *LJ* as *LRTS* and *RQ*. Two other popular U.S. journals, *American Libraries* and *Wilson Library Bulletin*, followed *Library Journal* at the top of the list. When different types of libraries were examined, slightly different patterns emerged.

Current Awareness in Librarianship

Public librarians scanned the top three journals almost exclusively. Academic librarians read *College & Research Libraries* more than any other journal and the *Journal of Academic Librarianship* rather than *Wilson Library Bulletin* (fourth on the list). Librarians from special libraries read *Library Journal*, *American Libraries*, and *Special Libraries* in that order.

A similar pattern was indicated by respondents from the United Kingdom with the popular general journals, *Library Association Record* and *New Library World*, topping the list. However, more journals (twenty) were listed by respondents and, whereas the U.S. list included only journals published in that country, journals from the United States comprised an important part of the U.K. list. Public librarians in particular read a wider variety of journals.

Ali also explored the use of "current awareness publications." He identified three which covered library and information science. *Current Awareness Library Literature (CALL)*, *Current Awareness Bulletin for Librarians and Information Scientists (CABLIS)*, and *Current Contents*. *Current Contents* was scanned by a limited number of practitioners in both countries. *CABLIS* was widely scanned in the United Kingdom, but the U.S. publication—the ill-fated *CALL*—was almost unknown in both countries. Finally, the practitioners in Ali's survey indicated satisfaction with their library's role in acquiring a library science collection.

Another self-reporting survey was conducted in the United Kingdom in 1980. The survey was funded by the British Library Research and Development Department and carried out by the Aslib Research and Consulting Division in the persons of Peter Lynam, Margaret Slater, and Rennie Walker. A sample was drawn from membership in Aslib, Institute of Information Scientists, and the Library Association. Completed questionnaires were returned by 850 participants (more than twice the size of the Ali survey).

Findings of the Lynam et al. survey were quite similar to those of Ali. Journals were the primary mode of receiving information. Twenty-three primary journals were seen by at least 6 percent of the sample. *Library Association Record*, as in the Ali survey, was at the top of the list. There was considerable overlap between the lists, although some additions to this list are worth noting—e.g., *Online*, *Online Review*, *Library History*. This survey also explored the use of secondary services—newsletters, research reports, and theses. Newsletters, from the British Library, Library Association etc., had a fairly wide audience. Secondary sources were seen by a bare majority (51 percent); research

reports were occasionally or rarely seen; and 91 percent hardly ever saw these.⁸

Other studies have also investigated reading habits of librarians. Swisher and Smith compared journals read by members of the Association of College and Research Libraries in 1973 and 1978. They found that the academic librarians surveyed read almost the same average number of periodicals (5.73 in 1973; 5.9 in 1978) both years. The five most frequently read journals in 1973 were *American Libraries*, *College & Research Libraries*, *Library Journal*, *Library Resources and Technical Services*, and *RQ*; in 1978 the list of five was almost the same except that *Journal of Academic Librarianship* had moved to fourth place pushing *LRTS* into fifth place and *RQ* into sixth. The *Chronicle of Higher Education* was sixteenth on the reading list in 1972 and ninth in 1978. Other nonlibrary journals were *AAUP Bulletin*, *Change*, and *Today's Education*, but all ranked at the bottom of the list in 1978.⁹ Ali, in another study, interviewed library practitioners from public, academic, and special libraries in Illinois to "determine their perceptions of the usefulness and dissemination of research results in the areas of librarianship and information science."¹⁰ Ali again found that popular journals were the means by which practitioners discovered research findings. *American Libraries*, *Library Journal*, *Illinois Libraries*, and *Wilson Library Bulletin* were the most widely read. The popularity of *Illinois Libraries* undoubtedly reflects the location of the population surveyed. Academic librarians differed in their journal readings in that *College & Research Libraries* was second on the list and *Journal of Academic Librarianship* and *Special Libraries* tied for third. Public librarians read *American Libraries*, *LJ*, and *Wilson Library Bulletin* in that order and special librarians read *American Libraries*, *LJ*, and *Special Libraries*. The list of scanned newsletters included *LJ/SLJ Hotline (Library Hotline)*, *College & Research Libraries News*, *NSLS (North Suburban Library System)*, and *OCLC Newsletter* as the most read. Ali's list of newsletters included twenty in all, some of which were local or regional.¹¹ Other studies by Nash and Swisher have information on the reading behavior of librarians. Nash, for instance, surveyed heads of Illinois public libraries to determine whether professional qualifications influenced channels of communication of the librarians. He found that the public library cosmopolite (national/professional in outlook) read twice as many journals as the public library localite (locally influenced), but he also found that the most frequently read journals of both groups were *Library Journal*, *Illinois Libraries*, *Wilson Library Bulletin*, and *Publishers Weekly*.¹² Swisher, who drew his sample from membership in the Association of College

Current Awareness in Librarianship

and Research Libraries, reported that while over 50 percent of the respondents to his 1972 survey read one to five library professional journals, six out of ten librarians report reading no nonlibrary professional journals.¹³

Even though the existing research on the information-seeking behavior of librarians is quite limited, some observations are possible. Reading of professional library journals appears to be the favorite method used by British and American librarians to gain information. The journals read are popular general journals, and many are official publications of library associations and are received on membership. British librarians and American academic librarians seemed to read more and in more different journals than American public librarians. There is little evidence that librarians are reading widely in journal literature in other professional fields. There are, of course, some problems with the research findings. Most of the populations surveyed were either members of library associations or library administrators and probably present a more positive picture than would a survey of librarians in general. Further, some of the survey populations were either small, local, or both. However, Shields has reported that a survey of graduates of library education programs spanning ten years revealed that over 80 percent of the respondents indicated that they read at least one library-related periodical.¹⁴

Turning back to the question of current awareness for librarians, it is useful to look at some of the current awareness services. Services may consist of one or all of the following components: summaries of recent events, table of contents services, SDI, journal routing, book reviews, abstracts of articles, acquisitions lists, and calendars of events. A current awareness bulletin combines many features. *CABLIS* is an example of a current awareness bulletin. *CABLIS* is compiled in the British Library by the Library Association Library. The bulletin includes recent news of interest to librarians; a calendar of meetings, conferences, and courses, chiefly in the British Isles; an annotated list of new books; tables of contents, sometimes selective, from about fifty British and American library journals, and occasionally from other non-English journals; contents of a few conference proceedings; and a subject list of additions to the Library Association Library. Some issues also include abstracts of theses. The advantage of a publication such as *CABLIS* is that it provides maximum information in minimum space. Issues range in size from sixteen to thirty pages and can be browsed quickly for relevant information. Ali found that *CABLIS* was scanned by 41.8 percent of his British sample,¹⁵ but only 26 percent of the Lynam survey reported that they saw *CABLIS*.¹⁶ *CABLIS* is probably unknown in the United States

except by library science librarians. Another major British information society, Aslib, publishes companion current awareness bulletins—i.e., *Aslib Information* and the *Current Awareness Bulletin*.

The only national current awareness bulletin published in the United States with a strictly library orientation was *CALL*. *CALL* suspended publication in 1980 after a failure to gain national recognition. *CALL* contained contents of several hundred library periodicals as well as reviews of old and new library journals, articles about library literature, and a limited number of abstracts of journal articles.

Two newsletters that attempt to serve as current awareness bulletins for both library and information science are *Information Hotline* and *Information Reports and Bibliographies*; both are published by Science Associates/International. *Information Hotline*, which is published eleven times a year, emphasizes technological developments. Issues often include descriptions of grants and contracts of federal agencies, a reprint of part of the Library Association publication *Current Research in Library & Information Science*, and a summary of market studies about technology. Although the news section of *Information Hotline* will sometimes include reports on library activities, telecommunications, databases, and automation systems are most often featured. The bimonthly *Information Reports and Bibliographies* has a topical bibliography, an article or two (often reprinted from other sources), contents pages from a selection of library journals, and a bibliography of ERIC documents. *Information Reports and Bibliographies* is eclectic in format, and topics covered include copyright, new technologies, preservation of library materials, and “publish or perish” for academic librarians. The audience, if one can be identified, may be academic librarians. Both of these publications cost approximately \$100 annually. Some state library agencies provide current awareness services free to librarians in the state. *Library Developments*, published bimonthly by the Library Development Division, Texas State Library, is an example. *Library Developments* prints official and unofficial news and reports about libraries in the state, an annotated subject bibliography of new books in the state library’s library science collection, a calendar of continuing education opportunities, and other miscellaneous items of interest to state librarians. A form is included in each issue to request new titles for loan from the state library. Minnesota’s Office of Library Development & Services issues three separate publications which together comprise a current awareness bulletin. The publications are: a newsletter, *Libraries in the News*; a quarterly calendar, *Educational Events*; and an annotated booklist, *Resources in Library*

and *Information Science*. Materials on the booklist can be borrowed from the office.

Library Hotline and *Library Administrator's Digest*, while lacking some features of current awareness bulletins, function to keep librarians up to date. *Hotline*, published weekly except July and August, summarizes current news about libraries in five to seven pages. The editor distills his reports from varied sources including local library newsletters. He often refers to the source which enables the interested reader to pursue the subject farther. *Hotline* does not focus on any one type of library. *Library Administrator's Digest*, a monthly publication, has much in common with *Library Hotline*. The editor also synthesizes the library press. The first few pages are selected reprintings from other sources of information about libraries. The second part of the newsletter, which is called "From the Editor's Desk," reports on practices in libraries, chiefly public, and also consists of a dialogue between the editor and his readers. The title *Library Administrator's Digest* is something of a misnomer because this newsletter should be of interest to most public library practitioners.

Of course hundreds of newsletters exist with the primary purpose of keeping their readership up to date. Sharp has compiled an annotated list of over a hundred of these newsletters and has barely scratched the surface.¹⁷ Some newsletters provide information about a specific organization (*OCLC Newsletter*); some about a type of publication (*Documents to the People, DTTP*); some about library-related activities (*Information Intelligence Online Newsletter*); some information of and about one group of librarians (ALA's *Black Caucus Newsletter*); some technological trends (*Advanced Technology/Libraries*); some library-related research (*Library and Information Research News*); some about a type of library (*The Urban Libraries Exchange*); some about one library (*Library of Congress Information Bulletin*); etc. Many of these newsletters are free or come with membership, but a few are quite expensive. Some of the best newsletters, such as *Documents to the People*, are almost indispensable to the specialist practitioner. Not only does *DTTP* report on the activities of its sponsor, the Government Documents Round Table (Godort), but it also describes current developments regarding government publications, provides assistance in the management of documents collections, publishes bibliographies about document librarianship, and reviews reference tools appropriate to the field. Free to members of Godort and only \$15 to nonmembers, the price will probably not affect the library's willingness to subscribe to this quarterly publication. On the other hand, even though *Information*

Intelligence Online Newsletter contains good up-to-date information about databases and database vendors, many libraries that do only limited online searching may be unwilling to pay the \$50 for ten issues' subscription price.

A number of current awareness services in addition to CA bulletins and newsletters are presently available. The only commercial table of contents service published in the United States that covers library science is the Social and Behavioral Sciences section of *Current Contents*. Table of contents are, however, published in other countries. A particularly attractive one is *Contenta* which is compiled in Finland by the University of Helsinki Library. *Contenta* reproduces contents pages from some sixty journals; a majority of the journals are in English. There is a time lag, of course, in the publication of the contents pages. Most of the contents published in the May 1987 issue of *Contenta* were from January 1987 or winter 1986/87, but *Current Contents: Social and Behavioral Sciences*, which includes around four contents pages per weekly issue, has similar delays in publication and does not cover as many journals as the monthly *Contenta*. Another service created to give access to library periodical literature is *Library and Information Science Update*. This monthly publication by faculty in Library and Information Science, University of Toronto, consists of selective abstracts of journal articles. There are also bibliographies and reviewing sources for new monographs. "The Librarian's Bookshelf" compiled by Olha della Cava is a regular feature of the *Bowker Annual*. This bibliography is arranged by subject and fairly comprehensively covers recently published monographs in library science except those that treat technological issues and these subjects are included in the bibliography "High Technology" in the same annual. The Missouri State Library's *Update* is an annotated bibliographical source of recent monographic works. As was true with earlier state library awareness services, books on the list are available on loan.

Two recent publications have, as a primary focus, book reviews in library and information science. The *Library Science Annual*, which has called itself a companion to *American Reference Books Annual*, began publication in 1985 and reviews more than 200 monographs a year. Its short reviews are arranged by subject, and, as in *American Reference Books Annual*, some are reprinted from other journals. A semiannual reviewing journal, *International Journal of Reviews in Library and Information Science* is published by the Graduate School of Library and Information Science, Rosary College. This journal reviews approximately thirty books each issue. The signed reviews average

Current Awareness in Librarianship

about a page and a half. Descriptions of current research in librarianship and information science are available in the Library Association's *Current Research in Library & Information Science* and in the International Federation for Documentation's *R&D Projects in Documentation and Librarianship*. Separately published calendars of events are also issued by various organizations. One of the best is the *Chicago Area Librarians' Calendar* published by the Chicago Library System.

The preceding is but a small portion of the current awareness information available to library practitioners. One conclusion that can be drawn from these listings is that, except for the British professional associations and some state library agencies, there has been no effort to produce a coherent current awareness system. This would be less surprising if librarians were not the architects of some very sophisticated current awareness systems. Compare services available to librarians with those services provided by BELLPAR (Bell Laboratories Library Publications Acquisition and Retrieval) to more than 6000 technical and management employees. Using an in-house database, two types of current awareness bulletins are created. One bulletin (*Current Technical Papers, CTP*) employs a subject approach, and the other bulletin supplies tables of contents journals. *CTP*, which is published semi-monthly is the product of an extraction of citations from commercially available databases such as INSPEC. Both *CTP* and the table of content bulletin(s) are published in subject editions, and subscribers may choose any combination of editions. A photocopying service is linked to the bulletins.¹⁸ A potential explanation for this lack of coordinated current awareness in the United States may rest in part with the sheer number of U.S. librarians. While differences in definition of librarian make exact comparisons impossible, the 17,159 "full-time qualified staff" identified in the 1981 census in the United Kingdom¹⁹ is a much smaller more manageable group than the 136,120 "librarian positions in full-time equivalency 1982" identified in the King report.²⁰ This may explain why current awareness systems exist in the United Kingdom but not in the United States. In addition, although special librarians and sci/tech librarians in particular have embraced the concept of current awareness service, it has received mixed reviews from other American librarians. Katz hints at this ambivalence in his review of *CALL* when he says "the whole current contents approach is up for debate."²¹

A second conclusion about current awareness publications to be drawn from previously cited research is that, except for relatively small audiences, they are not widely read or scanned. All of the available research supports the fact that journal literature is what library practitioners read and that most of these practitioners read the same rather

small list of professional journals. If the evidence from the previously cited surveys is not enough, consider that Bobinski, in a recent article on library journals, identified only nine journals with more than 10,000 subscriptions. Five of the nine are received as part of professional membership and one of these, *Journal of Information and Image Management* (new title: *Inform*), is of interest outside library and information science. Only *Library Journal* and *Wilson Library Bulletin* are strictly professional journals purchased by subscription.²² To be sure, many journals are routed and therefore seen by more than one professional. Some material is also available without charge and information about distribution is not readily available. The authors of this article asked the Library Development Division, Texas State Library, about the distribution of *Library Developments*. They were told that there were 550 names on their mailing list in October 1987, and that about 100 requests for material were received. State of Texas law requires that the mailing list be purged each year, but by October most libraries or librarians interested in the publication had reinstated their names. Once again it needs to be stated that a single publication can be seen by more than one librarian, but even using the most optimistic estimates, it would appear that the audience for a valuable service like *Library Developments* is still quite small.

How well does the popular American library press provide current awareness? If many public librarians, for instance, get most of their information about current developments from *American Libraries*, *Library Journal*, and *Wilson Library Bulletin*, how successful are these publications in meeting information needs? Earlier Kemp was quoted as listing four types of knowledge in the current awareness process: (1) new theoretical ideas, (2) new problems, (3) new techniques, and (4) new circumstances. Respondents to the Lynam survey identified the extent of their interest in various aspects of journal content. They indicated interest in: (1) developing trends in library and information work (48 percent); (2) problems faced by library information units (46 percent); (3) availability of new services—information on (46 percent); (4) how other units run (44 percent); (5) discussion of ideas (35 percent); (6) forthcoming events information (29 percent); (7) research experience (12 percent); and (8) personalities—news (8 percent). Although differently stated, the two sets of criteria have much in common and can be used to measure the relative success of the popular American journals in meeting current awareness needs.

An analysis of the content of *American Libraries* reveals that it is, as one might well expect, primarily concerned with programs, policies,

Current Awareness in Librarianship

people, and publications of the American Library Association. Discounting job advertisements as well as other ads, news about the association is the single dominant feature in most issues. After news about ALA, the most space is given to general library news. Brief articles, sometimes on a single theme, are in most issues. The articles are usually written to appeal to a broad audience or address a particular professional concern. A regular column, "Action Exchange," does try to help libraries or librarians solve particular problems. "Action Exchange," usually two pages in length, asks its readers to respond to questions submitted to *American Libraries*. Other features of the journal include a calendar called "Datebook," a page-long news sheet about librarians called "Currents," and a section, "The Source," which is a chatty annotated bibliography of materials of interest to librarians. "The Source" includes the Librarian's Library, a brief professional reading list. *Library Journal* also has a calendar, a people page, extensive coverage of library news, and some articles, but in addition it has a series of regular columns and an extensive book reviewing section. *LJ* is, after all, a major book and media selection tool in libraries, and many of its articles and features are related to selection. One column in the journal, "Professional Reading," does review new professional library literature. The articles in *LJ* are also short and general, but they often deal with the application of new technology and do so in a reasonably specific way. The writers of these articles are frequently well known in the profession and sometimes express controversial ideas. From time to time the editor reports on regional or specialized conferences that he has attended and in this way expands the journal coverage to include more local or special concerns.

As was true of *LJ*, *Wilson Library Bulletin* devotes considerable space to materials selection. In a series of regular monthly columns—e.g., "Picture Books for Children"—columnists review both books and media. Norman Stevens writes the column on professional literature entitled "Our Profession." There is a calendar, news, a people page called "Library World," and a series of regular features on buildings, online searching, etc. The articles again are short but, more often than in *American Libraries* and *Library Journal*, reflect the experience of one institution. *Wilson Library Bulletin* is blander than *LJ*, although a column by Will Manley, "Facing the Public," raises important issues in a manner designed to spark controversy.

Do these journals provide current awareness? Yes, of course they do. They are particularly adequate in identifying and describing new trends and circumstance. The semimonthly (except July, August, December,

and January) *Library Journal* covers current events in the profession well, and *American Libraries* and *Wilson Library Bulletin* add breadth and depth to this coverage. All three journals also provide information about services, and all are somewhat effective in discussing ideas. In regard to general features, *American Libraries* has the best calendar, and while Webreck and Weedman have criticized the reviewing of professional library literature and identified its weaknesses—i.e., lack of comprehensive coverage, and critical evaluation²³—the reviews in *LJ* and *Wilson Library Bulletin* do provide access to professional literature. To differing degrees all three journals have the same shortcomings. Problems faced by libraries are covered only in news stories and editorials. The journals are directed to a national audience and therefore unwilling to focus on one library or even one type of library. Solutions to problems presented to the journal, are generalized and avoid controversy. Research is more often than not derided, and even news about people is covered in a cursory way. It is not a criticism of these journals to say that they alone cannot meet the current awareness needs of librarians.

Librarians tolerate this inadequate access to information for more than one reason. Clark theorized that practitioners were more likely to emphasize service and that the daily demands of work would receive a higher priority than being informed of new developments. As a result, he suggests older knowledge and skills are more valued, minds are relatively closed to new ideas, and the use of information is limited.²⁴ Although Clark was referring to practitioners in other fields, his comments have validity for librarianship. It is not within the purview of this article to review the literature of librarianship as it relates to the work ethic. It would, of course, be ludicrous for librarians to denounce reading, but as Plate discovered in a survey of library middle managers, “getting the job done” was what managers expected of their staff.²⁵ Lynch has stated the same opinion in a slightly different way. She believes that libraries as bureaucracies properly emphasize routine and centralized authority.²⁶ A world that stresses acquiescence is not likely to reward current awareness activities which could lead to questioning established routines and practices.

Related to a reluctance to commit time to keeping up to date is the perception that the literature isn't very good. Everyone has either heard it said or read in a professional journal that “library literature” is badly written. This criticism has been reviewed by Plotnik who ascribes it at least in part to the insecurity of the profession.²⁷ Bobinski, however, has written that there has been an increase both in the quantity and quality

Current Awareness in Librarianship

of professional literature since the 1960s,²⁸ and this author finds as much quality literature in the library field as in any other academic or professional field. A corollary to suspicions about the quality of the literature is skepticism about the value of research. Lynam has discussed this question at length, and it is probably fair to say that many American library practitioners would agree with many of their British counterparts that research isn't relevant or practical and that they are too busy to keep up with it.²⁹

Finally, and most importantly, there is a significant amount of literature published, and practitioners are simultaneously uninformed as to what is available and overwhelmed by the amount. It is possible to come to this conclusion on the basis of the amount of professional literature being published, but it is also possible to infer it from some results of the Ali surveys. For instance, in his survey of chief librarians, he reports that respondents did not find secondary services helpful although practitioners affiliated with academic institutions were more favorably disposed than special or public librarians.³⁰ Respondents in Illinois were somewhat more positive, but only 42 percent thought that secondary sources were useful.³¹ These findings strongly suggest that these librarians are not finding the information they need. It is not unusual for library users to be dissatisfied with secondary sources, but the conclusion that has been drawn is that the user was simply not knowledgeable about bibliographic tools.³² Is it possible that librarians are unfamiliar with these tools or is it that the tools do not provide the access needed? One can speculate that academic librarians are more pleased with secondary sources because they have more access to them. It may also be that they are better served by journals. There were two research-oriented journals devoted to academic librarianship at the time of Ali's surveys. *College & Research Libraries* and *Journal of Academic Librarianship* were read by academic librarians in the United Kingdom as well as in the United States. Another reason that academic librarians are better served by journals is that the articles were far more likely to have been written by academic librarians than by public librarians.³³ Thus public librarians' dissatisfaction may really be with the information available rather than with the secondary services.

In summary, there is a reasonable amount of research relevant to understanding the ways in which librarians learn of new developments. There is substantial agreement in this research that practitioners gain information through reading or scanning a fairly limited number of journals. Meanwhile, a larger number of current awareness services exist that are, for the most part, not widely known or used. There is little

or no bibliographic control or coordination of these services. Skepticism exists on the part of practitioners as to the value of professional literature both in terms of its quality and its relevance. This is true at a time when library service is becoming more complex and more specialized.

It would seem reasonable that all groups of librarians should be able to develop current awareness systems more responsive to the needs of the profession. Such a system should recognize that the information needs of librarians in different types of libraries and in different specialized positions will not be the same. It should also recognize that practitioners do not usually have either the time or the library collections to be able to review the large amount of literature available. For a current awareness system to succeed, document delivery is essential.

There are some current developments that may positively affect current awareness. *Library Literature* is now available online and may aid in this awareness process. Ali found that 88 percent of his Illinois survey did not use databases relating to librarianship.³⁴ However, the databases available at that time—*ERIC* and *Library and Information Science Abstracts*—are not as familiar to American practitioners as *Library Literature* and therefore not used. A representative of the H.W. Wilson Company said that they believe *Library Literature* on WILSON-LINE was doing well when compared to other Wilson databases. The CD-ROM version of *Library Literature* may prove to be especially valuable if libraries can afford to purchase it.

The relatively new video services from ALA also offer intriguing possibilities for current awareness. ALANET, ALA's electronic mail system, is already providing practitioners with another new means of communicating and keeping up to date. But one can wonder how widely these services are being used.

In the end, a viable current awareness system for the profession comes down to a question of priorities. Clark stated that, "a knowledge of the literature is necessary to fulfill a professional role."³⁵ He goes on to say that awareness of new methods and theories are prerequisites for increased effectiveness, and it is this use of new knowledge which distinguishes a professional from a technician.³⁶ However, unless effort and resources are put into developing current awareness systems that library practitioners will really use, and some priority is placed on the importance of these systems, nothing is likely to change. Lastly, it is a strange irony that the information systems of a group dedicated to supplying information to others should be so inadequate.

References

1. Although Patricia Tegler was responsible for the idea and organization for this article, the opinions expressed are Patricia Stenstrom's.
2. Prytherch, Ray, comp. *Harrod's Librarians' Glossary*, 6th ed. Aldershot Hants, England: Gower, 1987, p. 222.
3. Kemp, David Alasdair. *Current Awareness Services*. London: Clive Bingley, 1979, p. 12.
4. Schon, Donald A. *The Reflective Practitioner*. New York: Basic Books, 1983, p. 13.
5. *Ibid.*, p. 15.
6. Clark, A.W. "Information Use: A Professional Strategy." *Human Relations* 32(June 1979):503-22.
7. Ali, S. Nazim. "Library Science Research: Some Results of its Dissemination and Utilization." *Libri* 35(June 1985):151-62.
8. Lynam, Peter, et al. *Research and the Practitioner* (Aslib Occasional Paper No. 27). London: Aslib, 1982.
9. Swisher, Robert, and Smith, Peggy C. "Journals Read by ACRL Academic Librarians, 1973 and 1978." *College & Research Libraries* 43(Jan. 1982):55.
10. Ali, S. Nazim. "Attitudes and Preferences of Library Practitioners in Illinois to Channels for Dissemination of Research Results." *College & Research Libraries* 47(March 1986):167.
11. *Ibid.*, pp. 169-70.
12. Nash, William V. "Characteristics of Administrative Heads of Public Libraries in Various Communication Categories." Ph.D. diss., University of Illinois, 1964, p. 113.
13. Swisher, Robert D. "Professional Communication Behavior of Academic Librarians Holding Membership in the American Library Association." Ph.D. diss., Indiana University, 1975, p. 114.
14. Shields, Gerald R. "The Library Press: National and State Magazines." *Drexel Library Quarterly* 15(Jan. 1979):5.
15. Ali, "Library Science Research," p. 159.
16. Lynam, *Research and the Practitioner*, p. 31.
17. Sharp, J.R., comp., and Mann, M., ed. *A Select List of Newsletters in the Field of Librarianship and Information Science* (British Library Research and Development Report No. 5630). Boston Spa, Wetherby, West Yorkshire: British Library Lending Division, 1981.
18. Hawkins, Donald T. "Use of Machine-Readable Databases to Support a Large SDI Service." *Information Processing and Management* 21(no. 3, 1985):187-204.
19. Department of Education and Science, Office of Arts and Libraries. *Census of Staff in Librarianship and Information Work in the United Kingdom*. London: Office of Arts and Libraries, 1982, p. 15.
20. King Research, Inc. *Library Human Resources*. Chicago: ALA, 1983, p. 34.
21. Katz, Bill, ed. "Magazines." *Library Journal* 97(Aug. 1972):2554.
22. Bobinski, George S. "An Analysis of 105 Major U.S. Journals in Library and Information Science." In *Library Science Annual*, vol. 1, edited by Bohdan S. Wynar. Littleton, Colo.: Libraries Unlimited, 1985, p. 35.
23. Webreck, Susan, and Weedman, Judith. "Professional Library Literature: An Analysis of Review Literature." In *Library Science Annual*, vol. 2, edited by Bohdan S. Wynar, pp. 3-12. Littleton, Colo.: Libraries Unlimited, 1986.
24. Clark, "Information Use," p. 506.
25. Plate, Kenneth H. *Management Personnel in Libraries: A Theoretical Model for Analysis*. Rockaway, N.J.: American Faculty Press, 1970, p. 33.
26. Lynch, Beverly P. "Libraries as Bureaucracies." In *Management Strategies for Libraries*, edited by Beverly P. Lynch, p. 67. New York: Neal-Schuman, 1985.

STENSTROM & TEGLER

27. Plotnik, Art. "Secrets of Writing for the Professional Literature of Librarianship Without Losing Your Self-Esteem." In *Librarian/Author*, edited by Betty-Carol Sellen, pp. 79-80. New York: Neal-Schuman, 1985.
28. Bobinski, "An Analysis of 105 Major U.S. Journals," p. 41.
29. Lynam, et al., *Research and the Practitioner*, pp. 54-61.
30. Ali, "Library Science Research," p. 158.
31. _____, "Attitudes and Preferences of Library Practitioners in Illinois," p. 170.
32. Brittain, John M. *Information and Its Users*. Claverton Down, Bath: Bath University Press, 1970, p. 93.
33. Watson, Paula D. "Production of Scholarly Articles by Academic Librarians and Library School Faculty." *College & Research Libraries* 46(July 1985):336.
34. Ali, "Attitudes and Preferences of Library Practitioners in Illinois," p. 170.
35. Clark, "Information Use," p. 517.
36. Ibid.

Third World Library Literature in the 1980s

OLHA DELLA CAVA

THIS ARTICLE STEMS from a conviction that this issue on "Library Literature in the 1980s" would be incomplete without an overview of professional literature produced by library colleagues in the Third World.* An additional reason, however, makes such a survey timely and important—Western interest in international library developments and, most recently, increased interest in transnational information flow policies. Symptomatic of this is the proliferation of journals,¹ reference works, and monographs dealing with comparative and international librarianship;² the growing interest, within ALA, in international activities;³ and the rising awareness of the need for U.S. participation in international organizations and programs among information professionals.⁴

Western interest in Third World library developments is part of this broader trend. The journals, reference works, and monographs devoted to world librarianship give thorough coverage of developing nations. In addition, Third World librarianship and publishing have recently been the subject of several separate publications.⁵

No survey exists, however, of the current state of professional publishing in Asia, Africa, the Middle East, and Latin America.⁶ This article will examine each of the earlier mentioned geographic regions in

Olha della Cava is Librarian, School of Library Service Library, Columbia University, New York, New York.

*This article was submitted for publication in October 1986 and reflects data gathered through 1985.

turn and note the role played by library schools, professional organizations, national libraries, government information agencies, and commercial firms in the production of library literature during the 1980s.

Understandably, this survey cannot purport to be exhaustive. One reason for this is that space limitations precluded a content analysis of Third World library literature and any consideration of contributions by Third World authors to Western publications. For another, coverage of library literature in languages other than English, French, Spanish, and Portuguese was dependent upon the accessibility of sources in translation. Lastly, materials for which publication dates in the 1980s could not be reasonably ascertained were systematically excluded.⁷

Methodologically, the task of encompassing the production of about fifty different nations was problematic. The "Third World"—both as a concept and as a political force—is hardly monolithic. While some developing nations are characterized by low per capita income; high rates of illiteracy; little industrial capacity; and a dependence on industrialized countries for manufactured goods, services, and capital (including books), others are not. Moreover, the countries surveyed vary greatly with regard to the four determinants recently proposed as decisive for the writing of library literature: (1) educated library professionals, (2) publishers committed to specialized publishing, (3) a market within the language and country of origin for library science texts, and (4) sufficient time for these elements to develop.⁸

In the face of such widely differing variables, a single principle of organization for this survey had to be chosen. Various alternatives for the survey were considered, but that of geography seemed the most practical and reviewing developments specifically region-wide, in contradistinction to nationwide, also seemed the most effective means of organization.

It is hoped that this survey will help enhance the awareness of the expanding universe of Third World library literature and prove useful in the acquisition of materials for research collections.

Asia

India has been singled out as a major Third World publishing nation, a "knowledge distribution center" for its region,⁹ and a major producer of original contributions to the professional literature.¹⁰ It is appropriate that the survey begins here.

India is particularly rich in journal literature, both vernacular and English. Its output in English, as measured by the quantity of articles

Third World Library Literature in the 1980s

appearing in professional journals, ranks third after that of the United States and the United Kingdom.¹¹ This cursory survey indicates that about twenty English-language periodicals of note were being published in the 1980s,¹² although not always in a timely and regular fashion.¹³ Some of these are the official organs of library associations such as: the *IASLIC Bulletin* published in Calcutta by the Indian Association of Special Libraries and Information Centres, the *Indian Library Association Bulletin* published in New Delhi by the Indian Library Association, *Library Today* published in Hyderabad by the Andhra Pradesh Public Library Association, *Library Herald* published by the Delhi Library Association, and *Lucknow Librarian* published by the Lucknow branch of the Uttar Pradesh Library Association. (In this article, journal titles are cited as they appear on the title page, or in the journal's own English-language rendering. Brackets indicate the author's translation of titles. It was neither possible nor necessary to translate all foreign language titles.)

Other periodicals are issued by library science schools—which have grown from five in prepartition days to thirty-eight in 1985¹⁴—and by research institutes. They include the *Journal of Library and Information Science* published by the Department of Library Science at the University of Delhi; the *CLIS Observer* published by the Centre for Library and Information Studies in New Delhi; the *Indian Journal of Library Science* published in Calcutta on behalf of the Institute of Librarians; the *Annals of Library Science and Documentation* published by the Indian National Scientific and Documentation Centre in New Delhi; the *Herald of Library Science* and *Library Science with a Slant to Documentation* both issued by the Sarada Ranganathan Endowment for Library Science in Varanasi; *International Information Communication and Education* published by the Professor Kaula Endowment for Library and Information Science in Guntur; and *Library History Review* published by the International Agency for Research in Library History in Calcutta.

Still others have no specific affiliation but are recognized in the field and therefore deserve mention. These are: *International Library Movement* published in Ambala City; *Indian Librarian* published in Jullundur City; and *Library Progress (International)* published in Modinagar. These titles have recently been indexed either in *Indian Library Science Abstracts*, a publication of the Indian Association of Special Libraries and Information Centres, or in *Library and Information Science Abstracts (LISA)*.

Indian library associations contribute to library literature not only by issuing journals but also by publishing newsletters, monographs, reference tools, and proceedings. In this area the following library associations are particularly active: the New Delhi Society for Information Science which recently began to publish *SISTRANS*, the transactions of its meetings; the Indian Association of Special Libraries and Information Centres, which not only publishes the two periodicals mentioned earlier but also a newsletter, proceedings of its annual meetings, an annual report, and successive editions of the *Directory of Special and Research Libraries in India*; the Indian Association of Teachers of Library and Information Science which issues a newsletter, an annual report, a *Directory of Library and Information Schools*, and which expects to undertake the publication of an encyclopedia of library and information science; the Indian Library Association which publishes monographs and the proceedings of its annual meetings; and the Andhra Pradesh Library Association (Hyderabad) which occasionally publishes monographs.¹⁵

On the whole, Indian library science monograph literature is not nearly as extensive as its journal literature. For the years 1980-82 *Indian Library Science Abstracts* listed only twenty-two English-language books under the rubric "a select list of Indian library science books (English)." During the period 1983-86 at least another ten titles appeared.¹⁶ Vikas, Sterling Publishers Pvt. Ltd., Metropolitan, and Kalyani Publishers of New Delhi, as well as World Press Pvt. Ltd. (Calcutta), are the chief commercial publishers of library literature.

Not all of India's present day library literature is in English. *Granthagar*, a library journal written in Bengali, and *Granthalokam*, written in Malayalam, were abstracted in *LISA* in 1980 and 1982; in 1981 a book about library literature in Telugu appeared.¹⁷ Publications in indigenous Indian languages, however, lie outside the scope of this preliminary survey as does any comment about the contents or authorship of Indian library science literature in general.¹⁸

Of the countries surrounding India—Afghanistan, Pakistan, Nepal, Bangladesh, Burma, and Sri Lanka—only Pakistan contributed to the pool of Third World library literature in the 1980s in any significant manner. Chief credit for this goes to three institutions: the Pakistan Library Association, which in 1980 published the proceedings of one of its meetings;¹⁹ the Department of Library Science at the University of Karachi, the country's first graduate library school, which in 1981 published a Festschrift to mark its silver jubilee;²⁰ and the Library Promotion Bureau, attached to the same graduate school, which issues

Third World Library Literature in the 1980s

the *Pakistan Library Bulletin* and which in 1981 published a short history of its activities.²¹ Moreover, Pakistani commercial publishers have put out at least three library science monographs since 1980,²² and research conducted by masters degree students at the Department of Library Science, University of Punjab in Lahore, has sometimes resulted in published articles or occasional papers.²³

There is little information about the professional literature in the four countries to the east of Burma—Thailand, Cambodia, Laos, and Vietnam. However, in the course of this survey two recent Thai language monographs came to our attention, one on the history of libraries and library associations in Thailand,²⁴ the other on the history of publishing in Thailand.²⁵ In addition, it is worth noting that over the course of the past five years, five doctoral dissertations about Thai libraries were produced at American universities apparently by Thai nationals.²⁶

The three southeast Asian countries of Indonesia, Singapore, and Malaysia have active library associations which currently issue professional publications. The Indonesian Library Association publishes the quarterly *Majalah Ikatan Pustakawan Indonesia*. In 1980 it issued a directory to libraries in Yogyakarta²⁷ and in 1981 the proceedings of its second congress.²⁸ An information science periodical entitled *Baca* is published in Jakarta by the National Center for Science Documentation; several monographs dealing with libraries in Indonesia have also appeared.²⁹ The Library Association of Singapore publishes an official journal in English entitled *Singapore Libraries*; a newsletter, entitled *LAS News*; as well as annual reports.³⁰ In 1980 it issued the proceedings of a 1978 conference held jointly with the Library Association of Malaysia on the topic of "Information Infrastructures for the '80's."³¹ An annual report is also published by the National Library of Singapore. The official bilingual journal of the Library Association of Malaysia, *Majalah Perpustakaan Malaysia*, is published once a year in English and Malay. Also noteworthy is the second edition of the *Directory of Libraries in Malaysia* published in 1982 by the National Library of Malaysia in Kuala Lumpur.

Like the three preceding countries, the two South Pacific island countries of Papua New Guinea and Fiji rely heavily on their respective library associations for literature on librarianship. The Papua New Guinea Library Association issues a quarterly journal—*Tok Tok Bilong Haus Buk*—and publishes the proceedings of its biannual congresses, often in the form of thematic issues of this journal.³² The Fiji Library Association issues the *Fiji Library Association Journal* and the

Fiji Library Association Newsletter, and in 1984 it published jointly with the University of the South Pacific Library a book entitled *Libraries and Archives in Fiji: a Chronology*.³³

The Philippines has several library associations and many programs in library education.³⁴ The following have contributed to the pool of Third World library literature in the 1980s—the Philippine Library Association which publishes the *Bulletin of the Philippine Library Association*; the Association of Special Libraries of the Philippines which publishes the *ASLP Bulletin*; the Philippine Association of Academic and Research Libraries which publishes the *PAARL Newsletter*; and the Institute of Library Science at the University of the Philippines in Quezon City which publishes the *Journal of Philippine Librarianship*. In addition, the University of the Philippines Library has published a directory of librarians in South East Asia,³⁵ and the Philippine National Library in Manila puts out a quarterly newsletter, *TNL News*, as well as occasional library science monographs.³⁶

Moving north and toward completion of this survey of library literature in Asia, we come to Korea, Hong Kong, Taiwan, and the Peoples' Republic of China. The search for recent North and South Korean library-related publications uncovered only the Korean language bimonthly the *KLA Bulletin*, the official journal of the Korean Library Association published in Seoul, South Korea. A similar situation prevails in Hong Kong where the sole library science publication is the *Journal of the Hong Kong Library Association*, published irregularly in both English and Chinese.

The situation is quite different in Taiwan and the Peoples' Republic of China where library science periodicals abound. A recent annotated listing of Chinese serial publications on librarianship³⁷ enumerates 139 titles, although not all are currently being published. Of those that are, fifteen originate in Taiwan. The majority of them are issued by professional associations, universities, and libraries. The Library Association of China, the professional association in Taiwan, publishes both the *Bulletin of the Library Association of China*³⁸ and the *Library Association of China Newsletter* and issues an annual report which appears in the *Bulletin*. National Taiwan University in Taipei publishes two library science journals. One, entitled *Shu fu* [Book Depot], is the official journal of the Department of Library Science; the other is published by the University's Society of Library Science and is called *Bibliotheca, Bulletin of the Society of Library Science*. Some of its articles are in English. The Educational Media and Library Science Press at Tamkang University in Taipei publishes the quarterly *Journal of Educational Media and Library Science* with articles in both English

Third World Library Literature in the 1980s

and Chinese. National Taiwan Normal University in Taipei publishes, in collaboration with the Mid-West Chinese-American Librarians Association (Oak Park, Illinois), a very important professional journal in Chinese and English, the *Journal of Library and Information Science*. The Library Society of Fujen Catholic University in Hsin-chuang publishes an annual entitled *Journal of Library Science*. Its articles are primarily written by the faculty and students of the university's Department of Library Science. Another university-produced publication is *T'u shu tzu liao hsueh k'an* [Library Resources Journal]. It is published at the World College of Journalism in Taipei by the Society of Library and Information Science.

The library at Tunghai University in Taichung publishes an annual entitled *Journal of Library Science* with texts in English and Chinese. The other large library issuing periodicals in the field is the Republic of China National Central Library, Taiwan's counterpart to the National Library of Beijing. It is responsible for the quarterly *Bulletin*, *National Central Library*, and *The Republic of China National Central Library Newsletter*, published in separate Chinese and English editions. In 1980 an information science journal, *Tzu hsun yu tien nao* [Information and Computer], was launched in Taiwan. It is published monthly in Taipei. The *Index to Chinese Periodicals*, published by the National Central Library, indexes most of Taiwan's library and information science periodical literature.³⁹

For Mainland China, the end of the Cultural Revolution ushered in a period of intense activity in library literature publishing. Twenty-two significant library science periodicals were launched—one in 1977, seven in 1979, eight in 1980, five in 1981, and two in 1982.⁴⁰ Eleven are issued by the following provincial library associations—*Journal of the Sichuan Society for Library Science* (Sichuan province); *Tushuguan gongzuo* [Library Work] (Anhui); *Tushuguan gongzuo yu yanjiu* [Library Work and Research] (Tianjin); *Jilinsheng tushuguan xuehui huikan* [Bulletin of the Jilin Society of Library Science] (Jilin); *Huikan* [Bulletin] (Shandong); *Tushuguan Xuekan* [Journal of Library Science] (Liaoning); *Xinjiang tushuguan xuehui huikan* [Journal of Xinjiang Society of Library Science] (Xinjiang); *Tushuguan yanjiu yu gongzuo* [Library Study and Work] (Zhejiang); *Henan tushuguan jikan* [Henan Library Quarterly] (Henan); *Tushu yu qingbao* [Library and Information] (Gansu); and *Library Journal* (Shanghai).

The most important library association journal, and by the same token the most important library science journal in China, is the *Bulletin of the China Society of Library Science*. The society's official organ, it is published in Beijing by the Cultural Relics Publishing

House. Two other very significant journals are: *Beitu tongxun* [Bulletin of the National Library of China], which reports on professional activities at the library and on the national and international level; and *Tushuqingbao zhishi* [Journal of Library and Information Awareness], a publication of the nation's oldest library school, the Department of Library Science at Wuhan University in Wuhan (Hubei).

Since 1980 several information science and computer-related library journals have appeared in Mainland China. They are *Jisuanji yu tushuguan* [Computer and Library] published in Beijing jointly by the Library of Academia Sinica and Lanzhou Library of Academia Sinica; *Information Science* published in Harbin by the Heilongjiang Institute of Science and Technology Information; *Library and Information Service* issued by the Library of Academia Sinica and published in Beijing by Science Press; *Qingbao xuekan* [Information Bulletin] published in Chengdu (Sichuan) by the Sichuan Institute of Scientific and Technical Information and the Society of Science and Technology Information of Sichuan Province; *Qingbao gongzuo tongxun* [Information Science Service] published in Shanxi by the Shanxi Institute of Science and Technology Information and Shanxi Society of Science and Technology Information; and *Beijing qingbao xuehui tongxun* [Bulletin of the Beijing Information Society] published in Beijing by the Beijing Society of Science and Technology Information.

In addition, there are two education-related library journals. One, *Gaoxiao tushuguan gongzuo* [Library Service in Higher Education], is primarily concerned with college and university libraries and is published in Changsha (Hunan) by the Hunan Library Central Committee for Higher Education. The other, *Shaotu gongzuo* [Children and Young Adults Library Work], is published by the Children and Young Adult Library in Tianjin. The first indexing publication in the field of library and information science, the quarterly *Tiu shu kuan hsueh wen chai* [Library Science Abstracts] was launched in 1983 in Shanxi by the Shanxi Library Association.

Publication of library science monographs, both in Taiwan and in the Peoples' Republic of China, seems considerably less prolific. Taiwan publishers are primarily located in Taipei. They include commercial publishing houses such as the Student Book Store, the Sea of Learning Publishing Company, and the Commercial Press as well as the National Central Library and the government agency, Executive Yuan.⁴¹ For Mainland China such information is not readily available. One publication that should not go unmentioned is the *Directory of Chinese Libraries* published in Beijing by Chinese Academic Publishers and distributed in the United States by Gale Research Company

Third World Library Literature in the 1980s

(Detroit, Michigan). Published in 1982, it provides detailed entries for 658 libraries and lists the names and addresses of an additional 2887 libraries.

In concluding our survey of Asia it is important to mention three publications which transcend national boundaries—i.e., the *FID/CAO Newsletter* published by the International Federation for Documentation—Commission for Asia and Oceania Secretariat in Hong Kong; the *CONSAL Newsletter* issued in Manila by the Congress of Southeast Asian Librarians; and the *COMLA Newsletter* published by the (British) Commonwealth Library Association in Singapore. All three publications are important vehicles for the dissemination of library-related news in their respective regions.

Africa

In Africa, the principal producers of library literature in the 1980s are Nigeria—where English is the official language—and South Africa—where Afrikaans and English are official languages.

Nigerian libraries and librarianship exhibit remarkable vitality today.⁴² There are five university-based library education programs in the country, three of which offer a BA level program, one an MA program and one—Ahmadu Bello University in Zaria—a Ph.D. program.⁴³ Nigerian professional librarians contribute actively to British, U.S., and international library science journals.⁴⁴ The large number of British MLS theses and U.S. doctoral dissertations on Nigerian library-related subjects suggests that a significant number of Nigerian librarians complete advanced studies abroad.⁴⁵

There are three professional library associations in Nigeria—the Nigerian Library Association, the Anambra/Imo State School Libraries Association, and the Nigerian Association of Agricultural Librarians and Documentalists.⁴⁶ The first two publish respectively, *Nigerian Libraries* and the *Anambra/Imo State School Libraries Association Bulletin*. In addition, the Lagos chapter of the Nigerian Library Association publishes the periodical *Lagos Librarian*, and in 1983 the Oyo State division⁴⁷ of the Nigerian Library Association launched the semi-annual *Nigerian Library and Information Science Review*. At Ahmadu Bello University in Zaria, the Society of Library Science Students issues *Library Scientist* while the Bendel State Library Board in Benin City publishes the *Bendel Library Journal*. Nigeria is also home to the *African Journal of Academic Librarianship*, first published in 1983 by the Standing Conference of African University Libraries, headquartered at the University of Lagos.

General book publishing in Africa suffers from innumerable handicaps—i.e., the absence of an adequate printing industry; a dearth of trained personnel in the editorial, distribution, marketing, and promotional aspects of publishing; the lack of an established readership for books of all types; and insufficient funds. Library science book publishing is no exception. In contrast, Nigeria fares comparatively well. Major British publishers have subsidiaries in Nigeria; Nigerian university presses, especially University of Ibadan Press, are active publishers, and there exist commercial publishers as well.⁴⁸ However, little in the way of monographic library literature has come from any of these sources in the past five years. The most active library science book publisher in Nigeria is the National Library of Nigeria in Lagos. It sponsors a “National Library Publications” series, number 45 of which is *Library Services in Metropolitan Area of Lagos: Background and Sociological Framework*, edited by S.B. Aje and published in 1980.

In South Africa, as in Nigeria, the national libraries—the South African Library in Cape Town on the one hand, and the State Library in Pretoria on the other⁴⁹—play an important role in the publication of library-related literature. The former’s publication program can be said to have begun in 1946 with the establishment of the *Quarterly Bulletin of the South African Library* which is still published today. The latter publishes monographs⁵⁰ and is the originator of the *Dictionary of Southern African Libraries* now in its fourth edition.⁵¹

It is, however, not so much in monographic literature as in periodical literature that an information explosion has taken place in South Africa. Whereas in 1957 only five library science periodicals existed, in 1983 twenty-one were listed in *Ulrich’s International Periodicals Directory*.⁵² Only the most prominent ones need to be noted here. One of the oldest and most prestigious is the *South African Journal of Librarianship and Information Science* (formerly *South African Libraries*), the official organ of the South African Institute for Librarianship and Information Science, formerly known as the South African Library Association. The change in name was adopted at the national conference in 1978 when the association altered its constitution and, merging with previously segregated library associations for blacks, Indians, and coloreds, reorganized itself into a single multiracial professional organization.⁵³ The association also publishes annual reports, the proceedings of its annual conferences, and a monthly newsletter, *SAIBI/SAILIS Newsbrief/Newsletter*.

Another important source for library science periodicals are the South African university-based library schools and university libraries.

Third World Library Literature in the 1980s

There are fourteen university-affiliated library schools in South Africa, seven of which have doctoral programs.⁵⁴ The majority of these universities are for whites, while a minority are either integrated or designated for blacks, coloreds, or Indians. Two of the white library schools—the Department of Library and Information Science at the University of South Africa in Pretoria and the Department of Library and Information Science at the University of the Witwatersrand in Johannesburg—publish library science journals. The former issues the biannual *Mousaion* while the latter copublishes with the university library the *Wits Journal of Librarianship and Information Science*. The J.W. Jagger Library, the main library at the University of Cape Town, publishes *Jagger Journal*, a prominent periodical in the field. University libraries also contribute to South Africa's library literature by issuing annual reports. One of the most widely circulated is that of the University of Natal Library in Durban.⁵⁵

Two nonuniversity affiliated library science journals are worth mentioning: *Cape Librarian*, published by the Cape Provincial Library Service, the public library coordinating agency for one of South Africa's four provinces, and *School Media Centre/Skoolmediasentrum*, published in Afrikaans and English by the Transvaal School Media Association in Pretoria.

Access to selected South African periodical literature in the library and information science field exists through the *Index to South African Periodicals* published by the Johannesburg Public Library. An index to South African library literature was begun in 1974 as a class research project by students at the Research Centre for Library and Information Service of the University of South Africa in Pretoria. By 1980 more than 8000 library science references, including newspaper articles, had been indexed. In 1981 the index was transferred to the Sanlam Library of the University of South Africa, Pretoria, where it is updated regularly and made available for consultation.⁵⁶

Several surveys and articles have recently been published in South Africa regarding research in the field of library and information science. In 1980 the South African Institute for Librarianship and Information Science surveyed full-time faculty members and researchers in the field.⁵⁷ In 1983, two successive articles described and enumerated academic research conducted between 1954 and 1982.⁵⁸ They note that for the year 1980, thirty master's theses and four doctoral dissertations were completed at several South African universities, principally at the University of Pretoria and at the University of Cape Town. Two additional articles in 1983 treat the impact on library and information science

research of the South African Plan for Research in the Humanities, instituted in 1979, and the subsequent founding in 1980 of the Unit for Library and Information Research at the Human Sciences Research Council in Pretoria.⁵⁹

In the remaining countries of Africa the publication of library literature in English is difficult to ascertain. The following assessment is made by surveying the continent region by region. In West Africa, Sierra Leone is the only country, besides Nigeria, with a currently published library science journal—*The Sierra Leone Library Journal*, an organ of the Sierra Leone Library Association. In Cameroon, the University of Yaounde Library publishes the monographic series "Etudes et Recherches en Bibliothéconomie,"⁶⁰ and the Cameroon Press and Publishing Company (SOPECAM) occasionally issues library science monographs.⁶¹

In East Africa, Kenya, Uganda, and Tanzania actively contribute to Third World library literature. The Kenya Library Association publishes an official journal in English entitled *Maktaba*; its members also contribute frequently to non-African library science journals.⁶² The Uganda Library Association publishes the English-language *Journal of Ugandan Libraries*, while the Tanzanian Library Association issues the English-Swahili periodical *Matukio*. In addition, the National Central Library in Dar es Salaam publishes a numbered series of occasional papers entitled *Tanzania Library Service*.⁶³ In Zaire, the Zairian Association of Archivists, Librarians and Documentalists publishes an official journal in French entitled *Mukanda: Bulletin des Archives, Bibliothèques et Centres de Documentation du Zaire*.

The southern African countries of Malawi, Zambia, Zimbabwe, Botswana, and Lesotho conclude this country-by-country survey. The Malawi Library Association, founded a decade ago, currently publishes in English *The MALA Bulletin: Official Journal of the Malawi Library Association*. The Zambia Library Association publishes in English the *Zambia Library Association Journal* and the *Zambia Library Association Newsletter*. The Zimbabwe Library Association issues the English-language quarterly *Zimbabwe Librarian* (formerly *The Rhodesian Librarian*). In 1983 the proceedings of its twenty-third annual conference were published in an issue of *Shelfmark: Bulletin of the National Free Library of Zimbabwe*. The Library of the National Archives in Salisbury not only publishes the *Zimbabwe National Bibliography* but also publishes a directory of Zimbabwean libraries; the most recent issue appeared in 1981.⁶⁴ The Botswana Library Association, founded in 1978, publishes the *Botswana Library Association Journal* three times a

Third World Library Literature in the 1980s

year. The Lesotho Library Association, established in 1979, launched shortly thereafter a journal in English entitled *Lesotho Books and Libraries*. No current library science publications can be documented for the remaining African countries.

There are several regional African library associations which hold conferences, publish proceedings, and sometimes issue newsletters. Among these are the International Association for the Development of Documentation, Libraries and Archives in Africa (Association Internationale pour le Développement de la Documentation des Bibliothèques et des Archives en Afrique [AIDBA]); the Standing Conference of African University Librarians, both in the East African Area (SCAULEA) and in the West African Area (SCAULWA); and the Standing Conference of Eastern, Central, and Southern African Libraries (SCECSAL).⁶⁵ The proceedings of five out of the six conferences held to date by SCECSAL have been published by the library association of the host countries, namely Tanzania, Zambia, Kenya, Lesotho, and Zimbabwe.⁶⁶

Middle East

Although much library innovation is taking place in countries such as Saudi Arabia, and although most Middle Eastern countries have library education programs⁶⁷ and all but Qatar, Syria, and Kuwait report professional associations,⁶⁸ relatively little library or information science literature emanated from the Middle East during the 1980s. Israel is the only country with more than one currently published library science periodical. The Israel Library Association publishes *Yad La-Kore* [The Reader's Aid], and the Israel Society of Special Libraries and Information Centres issues the *ISLIC Bulletin*. Both journals are published in Hebrew with English summaries. Egypt also has two professional associations—the Egyptian Library and Archives Association and the Egyptian School Library Association—but only the latter presently publishes a professional journal in Arabic—*Sahifat al-Maktaba* [Library Journal]. The Tunisian, Jordanian, Lebanese, and Turkish professional associations publish, respectively, the French-Arabic *Bulletin de l'ATD*, the Arabic-English quarterly *Rissalat Al-Maktaba* [Message of the Library], the all Arabic *Al Maktaba Al-Arabia* [The Arab Library], and the Turkish language *Türk Kütüphaneciler Derneği Bülteni* [Turkish Librarians' Association Bulletin]. The Iranian Library Association ceased publishing its bulletin with the advent of the Islamic revolution in 1978.⁶⁹ There are, to our knowledge, no regional library associations in the Middle East.

Latin America

Presently, Brazil is by far the largest producer of library literature in Latin America. Dispersed over a vast territory with a large population are at least fifteen library associations, mostly at the state level, which collectively account for some of this literature.⁷⁰ There is also a national library association—*Federação Brasileira de Associações de Bibliotecários (FEBAB)* [Brazilian Federation of Librarians' Associations]—which brings together committees of librarians grouped by type of library or collection administered. This body publishes one of the major journals in the field, the *Revista Brasileira de Biblioteconomia e Documentação* [Brazilian Journal of Librarianship and Documentation], and from time to time issues the proceedings of its annual conferences.⁷¹ In 1980 FEBAB published the proceedings of the first Latin American Congress of Librarianship and Information Science held in September 1980 in Salvador, Bahia.⁷²

Coordinating the entire network of Brazilian special libraries is the *Instituto Brasileiro de Informação em Ciência e Tecnologia* [Brazilian Institute of Scientific and Technological Information]. It publishes the semiannual journal, *Ciência da Informação* [Information Science] and maintains, among other services, a national union catalog of books and periodicals.⁷³

There are thirty-two library education programs in Brazil⁷⁴ and an organization—the *Associação Brasileira de Escolas de Biblioteconomia e Documentação* [Brazilian Association of Schools of Library and Information Science]—dedicated to work toward improvements in curriculum and facilities.⁷⁵ Two of the schools publish important journals in the field. The library school at the Federal University of Minas Gerais issues the *Revista da Escola de Biblioteconomia da UFMG* [Journal of the School of Library Science of the Federal University of Minas Gerais], and the Department of Library Science at the University of Brasília, together with the Librarians' Association of the Federal District, publishes the *Revista de Biblioteconomia de Brasília* [Brazilian Journal of Library Science]. Both publications are issued semiannually in Portuguese.

Recently published library science monographs and reference works are difficult to locate from outside Brazil. Those that have come to our attention have been published by such research institutes as the *Fundação Centro de Pesquisas e Estudos* [Foundation Center for Research and Studies] in Bahia, which produced a survey of information services in that state;⁷⁶ the *Empresa Brasileira de Pesquisa Agropecuária*—*Departamento de Informação e Documentação*

Third World Library Literature in the 1980s

[Department of Information and Documentation of the Brazilian Company for Research in Farming and Cattle-raising], which issued a bibliography on library automation in Brazil;⁷⁷ and the Instituto Brasileiro de Geographia e Estatística [Brazilian Institute of Geography and Statistics] as well as the Coordenação do Aperfeiçoamento de Pessoal de Nível Superior [Coordinating Committee for Post-Graduate Training], both of which have recently published or updated library directories.⁷⁸ Among the commercial presses publishing in the field are Pioneira in São Paulo and Thesaurus and Edições ABDF in Brasília.⁷⁹

Initial efforts have been made to control Brazilian library and information science literature by means of periodical indexes. Two were launched in 1979 as classroom exercises—the *Índice Bibliográfico de Revista Brasileiras de Biblioteconomia* [Index to Brazilian Journals of Library Science] compiled by the students at the Library School of the State University at Londrina (Parana), and the *Índice das Revistas Brasileiras de Biblioteconomia e Documentação* [Index to Brazilian Library and Information Science Journals] compiled by students studying indexing at the library school of the Federal University of Minas Gerais in Belo Horizonte. In October 1980 the Instituto Brasileiro de Informação em Ciência e Tecnologia, mentioned earlier, announced the inauguration of an abstracting service entitled *Sumários Correntes em Ciência de Informação* [Current Abstracts in Information Science]. At present all three of these indexes are only in-house publications with limited circulation.⁸⁰

Although nowhere nearly as prolific as Brazil, Argentina and Mexico have made considerable contributions to recent library literature. Argentina boast three currently published library science periodicals: *Bibliotecología y Documentación Argentina* [Argentine Library and Information Science], the official journal of the national library association;⁸¹ *Informaciones*, a publication of the National University of La Plata Library; and *Ciencia de la Documentación, Serie III: La Bibliografía* [Information Science, Series III: Bibliography], a monographic series issued by the central library of the National University of Tucuman.⁸²

Mexico's professional organization, Asociación Mexicana de Bibliotecarios, A.C. (AMBAC), has an official journal entitled *Noticiero de la AMBAC* [AMBAC Newsletter]. In 1980 the association published the proceedings of the first meeting of its Round Table on the Development of Human Resources for Libraries.⁸³ A second professional association, the Asociación de Bibliotecarios de Instituciones de Enseñanza Superior e Investigación (ABIESI) [The Library Association of Institutions of

Higher Education and Research] initiated in 1981 the publication of the monthly *Boletín de ABIESI*. In 1982 the Centro de Información Científica y Humanística [Center for Scientific and Humanistic Information] at the National Autonomous University of Mexico launched its irregular periodical *Inforum*, and in 1983 a thesis exploring the role of libraries in Mexican society was submitted at this university.⁸⁴ A very recent publication from Mexico is a guide to its libraries and archives, published in 1985 by the history department of the Universidad Iberoamericana in Mexico City.⁸⁵

In comparison to Brazil, Argentina, and Mexico, the remaining countries of South America have few library science publications. Two pertinent periodicals are published in Colombia: the *Revista Interamericana de Bibliotecología* [Interamerican Library Journal], a publication of the Interamerican School of Library Science at the University of Antioquia in Medellin; and *Información, Documentación y Desarrollo* [Information, Documentation, and Development], launched in October 1979 by the Instituto Colombiano para el Fomento de la Educación Superior [The Colombian Institute for the Advancement of Higher Education].

Venezuela, Guyana, and Paraguay each publish a library science periodical. They are respectively: *Boletín Bibliotécnico*, published by the National Library in Caracas;⁸⁶ *Guyana Library Association Bulletin*, an English language journal published by the Guyana Library Association in Georgetown; and *Informaciones*, published by the School of Library Science at the National University of Asunción which, in 1983, also published a directory of libraries, museums, and archives in Paraguay.⁸⁷

To our knowledge, no library science periodicals are published in Peru, Bolivia, Ecuador, Trinidad and Tobago, Uruguay, or Chile. Recently, however, several library science reference tools have appeared in the latter two countries. They include, a directory of information services in Uruguay,⁸⁸ a guide to library education programs in Latin America,⁸⁹ a history of the National Library of Chile,⁹⁰ and a Chilean library and information science bibliography.⁹¹

Although neither the Central American countries of Belize, Guatemala, El Salvador, Honduras, Nicaragua, Costa Rica, and Panama nor the Caribbean countries of the Bahamas, Cuba, Jamaica, Haiti, Dominican Republic, Barbados, and Guadeloupe have made recent national contributions to the pool of published library literature, several of these countries serve as seats of international or regional library organizations and consequently issue publications on their behalf. Thus the Department of Library Studies at the University of the West Indies in Jamaica,

Third World Library Literature in the 1980s

a magnet school for the Caribbean, recently launched two periodical publications: an occasional papers series,⁹² and a semiannual journal entitled *CARINET* (Caribbean Information Network). Jamaica is presently an active member of the Commonwealth Library Association (COMLA), an organization founded in the early 1970s to improve libraries and foster professional development throughout the British Commonwealth. The COMLA office in Mandeville handles subscriptions for the *COMLA Newsletter* (published in Singapore) and in 1984 published the proceedings of a COMLA seminar held in Nairobi, Kenya the previous year.⁹³

The Association of Caribbean University and Research Libraries has its headquarters in San Juan, Puerto Rico, however the proceedings of its thirteenth annual conference, held in 1982, were published by the Central University of Venezuela.⁹⁴ The seat of the Asociación Interamericana de Bibliotecarios y Documentalistas Agrícolas (AIBDA) [Inter-American Association of Agricultural Librarians and Documentalists] is in Costa Rica. From there the organization publishes a monographic series, *Boletín Especial* [Special Bulletin];⁹⁵ a periodical, *Revista AIBDA*; and most recently, a historical dictionary in the field.⁹⁶

One of the oldest Latin American regional library associations is the Latin American Commission of the International Federation for Documentation whose French acronym is FID/CLA. It issues two important periodicals: *Informaciones FID/CLA*, published for the commission in Bogotá, Colombia by the Instituto Colombiano para el Fomento de la Educación Superior, and the *Revista Latinoamericana de Documentación*, published by the commission's office in Brasilia, Brazil.

Conclusion

The purpose of this article has been to survey Third World library literature in the first half of the eighties, and its conclusion about the need for a larger, more in-depth assessment could not be more clear. Moreover, other related tasks suggest themselves. For example, content analyses of the literature drawn together here would reveal the particular concerns, problems, and directions of the library and information field throughout the Third World. In such an undertaking a survey of themes in articles published by Third World colleagues in "Western" publications might prove a useful point of departure. Finally, an inquiry within the profession about how the human and material resources of professional associations in the developed world can and

should be made available to Third World colleagues in creating and expanding library and information patrimonies for their nations seems both timely and worthy of effort.

References

1. Six titles have begun publication since 1966. They are: *Focus on International and Comparative Librarianship*, 1967- ; *IFLA Journal*, 1975- ; *International Library Review*, 1969- ; *Journal of Library History, Philosophy and Comparative Librarianship*, 1966- ; *Information Development*, 1984- ; and *Transnational Data Report*, 1977- . For an evaluation of some of these journals see Rooke, A. "Assessment of Some Major Journals of International/Comparative Librarianship." *International Library Review* 15(July 1983):245-55.

2. Five such works have been published since 1980 alone. They are: MacKeen, Monique. *A Handbook of Comparative Librarianship*, 3d ed. London: Bingley, 1983; Krzys, Richard, and Litton, Gaston. *World Librarianship: A Comparative Study*. New York: Marcel Dekker, 1983; Simsova, Sylva. *A Primer of Comparative Librarianship*. London: Bingley, 1982; Jackson, Miles M., ed. *International Handbook of Contemporary Developments in Librarianship*. Westport, Conn.: Greenwood Press, 1981; and Wedge-worth, Robert, ed. *ALA World Encyclopedia of Library and Information Services*. Chicago: ALA, 1980.

3. The following internationally oriented ALA committees are listed in the 1984-85 *ALA Handbook of Organizations*: International Relations Committee; Advisory Committee on Liaison with Chinese Libraries; Advisory Committee on Liaison with Japanese Libraries; International Library Exchange Handbook (subcommittee); and International Library Education (subcommittee). In addition, the following divisions of ALA reported international relations committees in 1984-85: the American Association of School Librarians; the Association of Library Service to Children; the Public Library Association; and the Resources and Technical Services Division. ALA also sponsors the International Relations Round Table, while in 1983 the Association of College and Research Libraries assumed the role of facilitator in an exchange of academic librarians between France and the United States.

4. This awareness manifested itself most recently in 1985 when the College of Library and Information Services, University of Maryland, established the Institute for International Information Programs (IIIP), a center dedicated to the exchange of professional information. (See *IIIP Newsletter* 1[Fall 1985]:1.)

5. Four such titles are: Altbach, Philip G. et al., eds. *Publishing in the Third World: Knowledge and Development*. Portsmouth, N.H.: Heinemann, 1985; Huq, A.M. Abdul, and Aman, Mohammed M. *Librarianship and the Third World: An Annotated Bibliography of Selected Literature on Developing Nations, 1960-1975*. New York: Garland Publishing, 1977; Gorman, G.E., and Mahoney, M.M. *Guide to Current National Bibliographies in the Third World*. New York: K.G. Saur, 1983; and Loveday, Anthony J., and Gatterman, Gunter. *University Libraries in Developing Countries*. New York: K.G. Saur, 1985.

6. In a brief article entitled "The State of Professional Publishing in Non-Industrialized Nations." (*IFLA Journal* 8[Aug. 1982]:273-77), Richard M. Dougherty reports on IFLA's attempt to assess the Third World professional publishing situation. In an article on indexing coverage of Third World library science periodicals, Barbara Jo Buckley suggests that the next step in strengthening Third World library science publishing is "to obtain as complete a picture as possible of what is being written about librarianship in the developing countries, where and by whom." (See Buckley, Barbara Jo.

Third World Library Literature in the 1980s

"The Coverage of Library/Information Science Periodicals from the Developing Countries by the Major Abstracting & Indexing Services." *Information and Library Manager* 2[no. 4, 1983]:119.)

7. The four sources used by the author to collect titles cited in this article and to verify their appearance during the 1980s were: (1) holdings of the Columbia University School of Library Service Library; (2) the Research Libraries Information Network (RLIN) database; (3) *Library and Information Science Abstracts (LISA)*; and (4) reliable secondary sources.

8. Krzys, and Litton, *World Librarianship*, p. 192.

9. Altbach, Philip G., et al. "Publishing in the Third World: Some Reflections." In *Publishing in the Third World*, p. 3.

10. Krzys, and Litton, *World Librarianship*, p. 175.

11. Umapathy, K.S. "Indian Library Science Literature." *International Library Review* 13(April 1981):141.

12. This number is corroborated by S. Singh in his article "An Analysis of the Contributions to Library and Information Science Journals in India, 1971-1982." *International Library Review* 16(April 1984):224.

13. Umapathy, "Indian Library Science Literature," p. 142.

14. They are listed in Riss Fang, Josephine, and Nauta, Paul, eds. *International Guide to Library and Information Science Education*. New York: K.G. Saur, 1985, pp. 190-216.

15. Information on Indian library association publications is contained in Riss Fang, Josephine, and Songe, Alice H. *International Guide to Library, Archival, and Information Science Associations*, 2d ed. New York: R.R. Bowker, 1980, pp. 176-81.

16. This number has been determined by searching the RLIN database using the subject phrase "Libraries—India."

17. Vijaya Kumar, Pathuri. *Library Literature in Telugu, 1915-1981*. Guntur, A.P. India: Navodaya Publishers, 1981.

18. For a brief study of the contents and authorship of articles in ten Indian library science periodicals published between 1974 and 1976, see Umapathy, "Indian Library Science Literature," pp. 141-54.

19. Khan, Sadiq Ali, ed. *Proceedings of the Pakistan Library Association's Elections with Special Reference to Sind Region*. Karachi, Pakistan: Khurshid Nishan, 1980.

20. Khurshid, Anis, ed. *Library Education Across the Boundaries of Cultures: A Festschrift to Mark the Silver Jubilee Celebration of the Department of Library Science of the University of Karachi* (August 10-17, 1981). Karachi, Pakistan: University of Karachi, Department of Library Science, 1981.

21. Society for the Promotion and Improvement of Libraries. *Role of the Society for the Promotion and Improvement of Libraries in Pakistan: A Brief Survey*. Karachi, Pakistan: Society for the Promotion and Improvement of Libraries, 1981.

22. Khurshid, Anis. *The State of Library Resources in Pakistan*. Lahore, Pakistan: Student Services, 1982; Khurshid, Zahiruddin, comp. *Ten Years Work in Librarianship in Pakistan, 1973-1982*. Karachi, Pakistan: Mahmood Khan, 1983; and Haq, Inamul, and Akhtar, Hassan, eds. *The Improvement of Libraries*. Lahore, Pakistan: Sang-e-Meel Publications, 1982.

23. Anwar, Mumtaz A. "Research in Library Science at the University of the Punjab, Lahore (Pakistan)." *Libri* 32(Dec. 1982):284-87.

24. Samakhom Hongsamut Hng Prathet Thai. *Sam sip pi Samakhom Hongsamut Hng Prathet Thai*. Krungthep Mahanakhon: Samakhom Hongsamut Hng Prathet Thai, 1984. This citation, as well as the following one, are taken from RLIN which does not render diacritic marks.

25. Nuanchan Rattanakon, et al. *Pakinnaka rang nangs nai samai Rattanakosin*. Krungthep Mahanakhon: Rungrangsan Kanphim, 1982.

26. Kangkun, Vichai. "Learning Resource Center Concept: Implications of its Function to Media Programs in Teachers' Colleges of Thailand." Ph.D. diss., Southern Illinois

University at Carbondale, 1984; Minaikit, Nonglak. "A Plan for University Library Network Development in Thailand." Ph.D. diss., University of Pittsburgh, 1981; Phornsuwan, Saangsri. "The Influence of Socio-Economic Background, Education and the Appraisal of Librarianship in Choosing Librarianship as a Career by Academic Librarians in Thailand." Ph.D. diss., University of Pittsburgh, 1982; Techamanee, Yupin. "A Comparative Analysis of the Administrative Operations of Fourteen Government Supported University Libraries in Thailand Using the Criteria Contained in the Draft University Standards, 1980, of the Office of University Affairs of Thailand." Ph.D. diss., Texas Woman's University, 1982; Vorakitpokatorn, Pornthip Pimolsindh. "A Study of Student and Faculty Attitudes Toward the Need for Media Resource Centers in Three Selected Universities in Thailand." Ed.D. diss., Northern Illinois University, 1980.

27. *Direktori perpustakaan Daerah Istimewa Yogyakarta*. [Yogyakarta]: Ikatan Pustakawan Indonesia, Daerah Propinsi Daerah Istimewa Yogyakarta, 1980.

28. *Hasil Kongres II Ikatan Pustakawan Indonesia, diselenggarakan di Hotel Denpasar, Denpasar, Bali, tanggal 21-24 Juni, 1980*. Jakarta: Pengurus Besar, Ikatan Pustakawan Indonesia, [1981].

29. Two recent titles are: *Evaluasi perpustakaan perintis sekolah, perpustakaan wilayah, perpustakaan umum DT II, perpustakaan desa dan perpustakaan keliling*. Jakarta: Proyek Pengembangan Perpustakaan, Pusat Pembinaan Perpustakaan, Dep. P dan K, [1981]; Nurhadi, Muljani A. *Sejarah perpustakaan dan perkembangannya di Indonesia*. Yogyakarta: Andi Offset, 1983.

30. The annual report for the year ending in March 1982 was published in *Singapore Libraries* 12(1982):91-110.

31. Library Association of Singapore. *Information Infrastructures for the 80's* (Proceedings of a Joint LAS-PPM Conference held at the Regional Language Centre, Singapore, 7-9 Dec. 1978). Singapore: Library Association of Singapore, 1980.

32. During the 1980s the proceedings of the eighth, ninth, and tenth Papua New Guinea Library Association conferences have appeared. They were held in 1979, 1981, and 1983 respectively, and the proceedings of the ninth and tenth were published the following year in *Tok Tok Bilong Haus Buk*.

33. Plumbe, Wilfred John. *Libraries and Archives in Fiji: A Chronology*. Suva, Fiji: Fiji Library Association in association with the University of South Pacific Library, 1984.

34. Ten are listed in Riss Fang, and Nauta, eds., *International Guide to Library and Information Science Education*.

35. Dayrit, Maria G., ed. *Directory of Librarians in Southeast Asia*. Quezon City, Philippines: University of the Philippines Library, 1980.

36. Two have come to our attention: Quiason, Serafin D. *Selections on Librarianship, Library Cooperation, and Archival Science*. Manila: National Library of the Philippines, 1983; and Vallejo, Rosa M. *Philippine Librarianship*. Manila: National Library of the Philippines, 1981.

37. Lin, Sharon Chien. "Chinese Serial Publications on Librarianship: An Annotated List." *Serials Review* 11(Spring 1985):7-20.

38. For the original titles in ideographs see article cited in reference 37.

39. Between 1982 and 1985 only the *Journal of Educational Media and Library Science* and the *Journal of Library and Information Science* (USA/Taiwan) were abstracted in LISA.

40. This count is based on the inventory published by Sharon Chien Lin in the Spring 1985 issue of *Serials Review* (see reference 37).

41. The RLIN database lists eight titles published by these presses between 1981 and 1984.

42. For a brief synopsis of library developments in Nigeria see Nwoye, S.C. "Nigeria." In *International Handbook of Contemporary Developments in Librarianship*, pp. 51-69.

Third World Library Literature in the 1980s

43. See Riss Fang, and Nauta, eds., *International Guide to Library and Information Science Education*, pp. 288-93, for a listing and description of the library science programs in Nigerian universities.

44. A survey of LISA for the years 1983-85 revealed Nigeria-related articles in the following international, U.S., and British library science journals: *Focus on International and Comparative Librarianship*; *Libri*; *International Library Review*; *UNESCO Journal of Information Science, Library and Archival Administration*; *College & Research Libraries*; *Public Library Quarterly*; *Special Libraries*; *Journal of Information Science*; *Journal of Librarianship*; and *Education Libraries Bulletin*. Nigeria-related articles also appeared in the following Indian library science journals: *Library History Review*; *International Library Movement*; *Annals of Library Science and Documentation*; *Library Herald*; and *Herald of Library Science*.

45. According to LISA there were eight MLS theses and two doctoral dissertations dealing with Nigerian library subjects submitted to the Department of Library and Information Studies at Loughborough University of Technology in Loughborough, England between 1981 and 1984. According to *Library and Information Science: A Catalog of Selected Doctoral Dissertation Research (1970-1985)*, published by University Microfilms International, thirteen doctoral dissertations on that subject were accepted at American universities between 1980 and 1984; six at the University of Pittsburgh, two each at Columbia and the University of Michigan, and one each at Indiana University, University of Maryland, and Case Western Reserve.

46. Riss Fang, and Songe, *International Guide to Library, Archival, and Information Science Associations*, pp. 226-28.

47. Nigeria is presently a federation of nineteen states.

48. Nwoye, "Nigeria," pp. 55-56.

49. South Africa has a third national library—the South African Library for the Blind in Grahamstown.

50. One recent monograph is Frylinck, John Howitson. *The Establishment of National Library Services in Developing Areas with Particular Reference to the South African Homelands*. Pretoria: State Library, 1983, p. 172.

51. Fourie, J.A. *Directory of Southern African Libraries, 1983*, 4th ed. Pretoria: State Library, 1984.

52. The remarkable increase in periodicals published and their potential impact on the quality of library literature produced is the subject of an article by Joan de Beer entitled "'n Oorsig van die Suid-Afrikaanse Biblioteekkundige Tydskrifliteratuur [Review of the South African Periodical Literature for Library Science]." *South African Journal for Librarianship and Information Science* 51(July 1983):22-28.

53. Musiker, Reuben. "South Africa." In *ALA World Encyclopedia of Library and Information Services*, pp. 529-30. According to Elizabeth Widenmann, African bibliographer at Columbia University Libraries (New York), the South African Library Association had at one time been multiracial but had turned exclusively white. Moreover, at present there still exists a Black librarians' professional association.

54. See Riss Fang, and Nauta, *International Guide to Library and Information Science Education*, pp. 345-61.

55. For a survey of the current annual reports published by South African university libraries see Musiker, Reuben. "South African University Library Annual Reports: A Comparative Assessment." *Wits Journal of Librarianship and Information Science* 2(Dec. 1983):63-74.

56. Burger, Marlene, and Stinnes, Heidi. "Indeks tot Suid-Afrikaanse Literatuur oor die Biblioteeken Inligtingkunde [Index to South African Literature on Library and Information Science]." *South African Journal of Library and Information Science* 52(July 1984):70-73.

57. Fouche, B.P.J.A., and Roux, N. Thirion. *Survey of Institutions Providing Professional Training in Library and Information Science and Full-time Tutors and*

Researchers in Library and Information Science in the Republic of South Africa. Potchefstroom, South Africa: South African Institute for Librarianship and Information Science, 1980, p. 104.

58. Kruger, J.A. "Abstracts of Masters' Theses and Doctoral Dissertations in Library and Information Science Completed at South African Universities." *Moussaiou* (series 3) 1(1983):15-107; and "Academic Research in Library and Information Science on the Masters' and Doctoral Level at South African Universities," pp. 2-13.

59. De Beer, Joan, and Willemse, John. "Die Navorsingsinfrastrukture vir biblioteeklen inligtingkunde in Suid-Afrika [The Research Infrastructure for Library and Information Science in South Africa]." *South African Journal for Librarianship and Information Science* 50(April 1983):180-89; and Meijer, Johan G. "Programming of Library and Information Research in South Africa." *Library and Information Science Research News* 6(Sept. 1983):3-7.

60. Number fourteen and sixteen of the series are, respectively, Chateh, Peter N. *Library/Documentation in Literary Research*. Yaounde, Cameroon: Universite de Yaounde, Bibliotheque Universitaire, [1981]; and _____ . *Apercu General sur la Bibliotheque Universitaire*. Yaounde, Cameroon: Universite de Yaounde, Bibliotheque Universitaire, 1982.

61. The latest issued is Chateh, Peter N. *What Librarian for our University Library?* Yaounde, Cameroon: SOPECAM, 1985.

62. Kenya-related articles have recently been published in *Outlook on Research Libraries; International Cataloguing; IFLA Journal; International Library Review; Tidsskrift for Dokumentation; Bogens Verden; and Inspel*.

63. The titles in this series which have appeared in the 1980s are: Broome, E.M. *Books for People*. Dar es Salaam, Tanzania: National Central Library, [198-?]; Kaungamno, Ezekiel E. *The Tanganyika Library Service and its Role in Adult Education*. Dar es Salaam, Tanzania: National Central Library, [198-?]; _____ . *A National Plan for the Development of Library Services*. Dar es Salaam, Tanzania: National Central Library, [198-?]; Ilomo, C.S. *Forming a National Library Service in Mainland Tanzania*. Dar es Salaam, Tanzania: National Central Library, [198-?]; Broome, E.M. *First in East Africa?* Dar es Salaam, Tanzania: National Central Library, [198-?]; and _____ . *First Steps in Tanganyika*. Dar es Salaam, Tanzania: National Central Library, [198-?].

64. Mushonga, B.L.B., comp. *Directory of Zimbabwean Libraries*. Salisbury, Zimbabwe: National Archives, 1981.

65. More details about these organizations can be found in Riss Fang, and Songe, *International Guide to Library, Archival, and Information Science Associations*.

66. A brief report on the fifth conference of SCECSAL, held in 1982 in Malawi, appeared in the *Botswana Library Association Journal* 4(April 1982):30-32. The Zimbabwe Library Association recently published the proceedings of the sixth SCECSAL conference, held in Zimbabwe in 1984 (see *IFLA Journal* 12[no. 2, 1986]:159).

67. See pertinent entries in Riss Fang, and Nauta, eds. *International Guide to Library and Information Science Education*.

68. See pertinent entries in Riss Fang, and Songe, *International Guide to Library, Archival, and Information Science Associations*.

69. For a brief assessment of the impact of the Islamic revolution on libraries in Iran see Harvery, John F. "Iran." In *International Handbook of Contemporary Developments in Librarianship*, pp. 135-36.

70. Exemplary at this level in the 1980s is the Associação Catarinense de Bibliotecários [the Santa Catarina State Library Association] which issued the papers of two successive symposia on librarianship in Santa Catarina State as well as a bibliography on this topic. The three works are: *Biblioteconomia em Santa Catarina, Florianópolis, 26 a 28 de Outubro de 1981: Coletânea do Painele. Bibliotecas Públicas, Bibliotecas na Area de Ensino, Bibliotecas de Empresas*. Florianópolis, Brasil: Associação Catarinense de Bibliotecários, 1981; *Biblioteconomia em Santa Catarina, Florianópolis, 25-28 Outubro de 1982: Coletânea do II Painele: Pesquisa em Biblioteconomia, Temas Livres*. Florianópolis,

Third World Library Literature in the 1980s

Brasil: Associação Catarinense de Bibliotecários, 1982; de Borba Bernhardt, Lúcia M.G., et al., *Bibliografia Analítica sobre Biblioteconomia, Documentação e Arquivo em Santa Catarina*. Florianópolis, Brasil: Associação Catarinense de Bibliotecários, 1983.

71. "The first national congress of libraries was held in Recife in July 1954; others have followed through the 10th in Curitiba (1979). Only the acts of the 8th and 9th congresses are published," according to da Fonseca, Edson Nery. "Brazil." In *ALA World Encyclopedia of Library and Information Services*, p. 100.

72. Ministério da Educação e Cultura. *1o. Congresso Latino Americano de Biblioteconomia e Documentação: Anais, Salvador, Bahia, 21 a 26 de Setembro de 1980*. Ministério da Educação e Cultura, Patrocínio editorial, Coordenação do Aperfeiçoamento de Pessoal de Nível Superior (CAPES). Salvador, Brasil: [FEBAB], 1980.

73. da Fonseca, "Brazil," p. 99.

74. For a list see Riss Fang, and Nauta, eds., *International Guide to Library and Information Science Education*, pp. 65-81. Unfortunately, this source neglects to include the library school at the Federal University of Minas Gerais in Belo Horizonte.

75. Riss Fang, and Songe, *International Guide to Library, Archival, and Information Science Associations*, pp. 84-85.

76. Fundação Centro de Pesquisas e Estudos, Grupo de Trabalho de Documentação e Bibliografia (GTDB). *Situação Atual dos Centros, Bibliotecas e/ou Serviços de Documentação e Informação do Estado da Bahia*. Salvador, Brasil: GTDB, 1980.

77. Nocetti, Milton A. *Bibliografia Brasileira sobre Automação de Serviços Bibliotecários: 1968-1981*. Brasília, D.F.: Empresa Brasileira de Pesquisa Agropecuária, Departamento de Informação e Documentação, 1982.

78. The former updated in 1980 its *Guia das Bibliotecas Brasileiras, 1976 [Guide to Brazilian Libraries, 1976]* to go through 1979. The latter published through its Departamento de Assuntos Universitarios, the *Guia das Bibliotecas Universitarias Brasileiras [Guide to Brazilian University Libraries]*, a two-volume work listing over 600 institutions. See Caldeira, Paulo da Terra. "Controle Bibliográfico na Area de Biblioteconomia no Brasil." *Revista de Biblioteconomia de Brasília* 9(July 1981):85.

79. They have issued the following publications: Cunha, Murilo Bastos da. *Base de Dados e Bibliotecas Brasileiras*. Brasília: Edições ABDF, 1984; Gomes, Sônia de Conti. *Bibliotecas e Sociedade na Primeira República*. São Paulo: Pioneira, 1983; and Miranda, Antonia. *Estruturas de Informação e Análise Conjuntural: Ensaios*. [Brasília, D.F.]: Thesaurus, [1980].

80. For additional information on bibliographic control of library science literature in Brazil see Caldeira, "Controle Bibliográfico na Area da Biblioteconomia no Brasil," pp. 77-88.

81. The official name of the association is: Asociación de Bibliotecarios Graduados de la República Argentina.

82. The latest to have appeared was number 2(August 1981) entitled, *La Obra Bibliotecológica de Carlos Victor Panna* by Horacio Jorge Becco. Tucuman, Argentina: Universidad de Tucuman, Biblioteca Central, 1981.

83. Asociación Mexicana de Bibliotecarios A.C. *Mesa Redonda sobre Formación de Recursos Humanos para las Bibliotecas*. México, D.F.: Asociación Mexicana de Bibliotecarios A.C., 1980.

84. Guerrero Valle, Elda Geneveva. "Bibliotecas y Sociedad en México." Thesis (licenciada en sociología), Universidad Nacional Autónoma de México, 1983.

85. Departamento de Historia. *Guía de Archivos y Bibliotecas*. México, D.F.: Universidad Iberoamericana, Departamento de Historia: Ediciones El Caballito, [1984 i.e., 1985].

86. The full name of the issuing body is: Instituto Autónomo Biblioteca Nacional—Servicios de Bibliotecas.

87. Riveros Ramírez, Francisca Gladys. *Guía Descriptiva de Bibliotecas, Museos y Archivos del Paraguay*. Asunción, Paraguay: Universidad Nacional de Asunción, Escuela de Bibliotecología, 1983.

88. Centro Nacional de Documentación Científica, Técnica y Económica. *Directorio de Servicios de Información y Documentación en el Uruguay*. Montevideo: Biblioteca Nacional, 1980 [i.e., 1981].
89. *Directorio de Servicios de Información sobre Formación Profesional de América Latina*. Montevideo: CINTERFOR/OIT, 1981.
90. Martínez Baeza, Sergio. *El Libro en Chile*. Santiago, Chile: Biblioteca Nacional, 1982.
91. Lagréze Astete, Paulina. *Bibliografía Chilena de Bibliotecología y Documentación*. Santiago, Chile: Comisión Nacional de Investigación Científica y Tecnológica. Dirección de Información y Documentación, 1980.
92. Number 1 in the Occasional Papers Series, *Analysis of the Daily Circulation Data for 1977/1978 of the Kingston and St. Andrew Parish Library*, was written by Herbert Goldhor and appeared in Dec. 1981.
93. Xuereb, Paul, ed. *Information for Development* (Proceedings of a Commonwealth Library Association Seminar, Nairobi, 3-4 March 1983). Mandeville, Jamaica: COMLA, 1984.
94. Association of Caribbean University and Research Libraries. *Final Report of the 13th Conference, Caracas, Venezuela, 1982*. Caracas: Universidad Central de Venezuela, Dirección de Bibliotecas, Información, Documentación y Publicaciones, [1982?].
95. A recent title in the series is number 22, *Nómina Geográfica de Miembros de la Asociación Interamericana de Bibliotecarios y Documentalistas Agrícolas a Diciembre de 1981 y Adenda a 1982*. Turrialba, Costa Rica: Asociación Interamericana de Bibliotecarios y Documentalistas Agrícolas, 1983.
96. Hernández Ospino, William José. *Diccionario Histórico del Libro y de la Biblioteca*. Turrialba, Costa Rica: Asociación Interamericana de Bibliotecarios y Documentalistas Agrícolas, 1983.

Library Practitioners' Use of Library Literature

DALE S. MONTANELLI
COLLETTE MAK

THIS STUDY WAS UNDERTAKEN to examine the way in which professional librarians and upper-level support staff (paraprofessionals) gain access to and use the literature of librarianship. It focuses on use patterns for those subjects within the field which are most widely requested for interlibrary loan. While there have been studies such as Olsgaard and Olsgaard (1980)¹ and Adamson and Zamora (1981)² which have investigated the authorship of articles in library and information science, and Peritz (1977)³ and Atkins (1988)⁴ which have reported on the content of the literature, there has been no substantive research on what is read by librarians. Indeed, it has been assumed to be difficult to conduct a study on what librarians actually read (Bloomfield, 1979).⁵ Surveys, such as those reported by Shields and Lynam, have been used to assess the reading habits of librarians. However, these efforts have tended to focus on the type (book, journal, research report, etc.) of material read, not the subject content of the material. In addition, such surveys are prone to biases in the responses received which affect the accuracy of the data. Kidston points out that the answer by a respondent may not be the question asked by the surveyor,⁶ and Phillips suggests that people respond to questionnaires by giving what they believe to be socially acceptable answers.⁷ It is a rare individual who will admit that they read

Dale S. Montanelli is Director of Administrative Services and Assistant Professor of Library Administration, University Library, University of Illinois at Urbana-Champaign; and Collette Mak is Coordinator, Illinois Research and Reference Center and Assistant Professor, University of Illinois at Urbana-Champaign.

only what their director writes or that they have no interests at all in the professional literature.

This article will examine the way librarians actually use library literature as reflected by interlibrary loan requests. There are advantages to using interlibrary loans as a gauge of reading activity. First, the use of the interlibrary loan request eliminates the self-report bias found in survey literature. Second, it provides built-in participation of all library types and library literature users. And finally, interlibrary loan is used to supplement in-house resources, therefore interlibrary loan activity represents a real interest in a given topic: first, because each request can be assumed to represent more than a single article in terms of actual reading, and second, because interlibrary loans represent active interests. An interlibrary loan is a result of a person's selecting specific articles relevant to his or her needs or interests. Submitting an interlibrary loan request is an active choice rather than a result of convenience (as with journal routing).

Studies such as those by Ali⁸ and Lynam⁹ concerning the results of the dissemination and utilization of library science research have indicated that the journal article is a major source for obtaining information on current research. Therefore, it was decided that only journal article requests would be included in the study. Individual articles are clearer indicators of the subject desired than would be books or research reports. Further, article literature includes a much broader range of topics and would cover those topics of current interest which had not yet reached monographic form.

At the onset of the research it was recognized that certain titles would not appear as interlibrary loan requests. Titles such as *American Libraries*, *College & Research Libraries*, and *Library Journal*, all of which were shown by Swisher and Smith¹⁰ to be the most frequently read journals by academic librarians, were expected to be available locally. Based on an article in the 1972 *CALL* (Current Awareness—Library Literature) it was also anticipated that *Wilson Library Bulletin* would not appear in this list.¹¹ Because the study focuses on subject content and not journal title it was expected that the lack of requests for these journals would have no effect on the results.

Interlibrary loan requests received by the University of Illinois at Urbana-Champaign (UIUC) are assumed to be a representative sample of the larger population because UIUC is one of four Illinois Research and Reference Centers (IRRC) in the ILLINET network. This network links the eighteen regional library systems within Illinois for resource sharing. In addition, UIUC IRRC is the only center located at an

Library Practitioners' Use of Library Literature

institution with a library and information science library. As Joel M. Lee reports in the July 1979 *Drexel Library Quarterly*, the Library Science Library at the University of Illinois contains an outstanding research collection.¹² It was anticipated that all requests for library and information science materials which could not be supplied in house would be routed through the interlibrary loan network to the University of Illinois where they could be filled or routed to another appropriate source.

It was hypothesized that the subjects requested would be practical/technical types of articles, especially emphasizing new technology and automation no matter what other focus the article might contain; that the journals requested in interlibrary loan would not include any of the most popularly held journals; and finally, that borrowers from academic libraries would be more common than from other types of libraries.

Methodology

A total sample of 594 interlibrary loan requests made to the University of Illinois at Urbana-Champaign Library, Illinois Research and Reference Center between 1 July and 30 December 1986 provided the data for this research. Those requests, whether filled or unfilled, were included which were identified as journal articles in the field of library and information science. Of these requests, forty-two (7 percent) were rejected from the study because the article did not pertain to the literature of library and information science or was identified as replacement pages for binding purposes. Fifteen book reviews (2.5 percent) were not included in further analysis. This left 537 interlibrary loan requests which were analyzed by their subject content, the journal title, the year of publication, the type of library from which the request was received, the type of patron (if that information was available), and, if provided, the type of citation. The articles were first sorted into categories using natural language headings derived from the article titles themselves. Each article was then assigned up to three subject headings using a list of subject headings derived from the ERIC thesaurus of terms.¹³ For those articles where the title did not define the subject, the article itself was examined to determine subject. The data were then entered into the SAS¹⁴ programs for analysis of frequency and for cross products of selected classifications.

Results

Of the eighty-one possible subject headings provided by the thesaurus, only forty-four were actually chosen as primary subjects for the articles requested on interlibrary loan. Only twenty of these forty-four were used ten or more times accounting for 448 of the articles or 83.4 percent. The frequency of each of the primary subjects is given in table 1. Collection development was by far the most popularly requested subject with online searching a somewhat distant second. Many of the topics which received primary subject status are subjects relating to new technology, automation, and related fields. One hundred (29.8 percent) of the primary subjects concerned technology and its applications. The same list of subject headings was used to determine secondary subjects. Although sixty-four of the subject headings were applied, only sixteen of them were used ten or more times. Sixty-six items (12 percent) contained no secondary subject. Subjects related to new technologies and the theory, standards, planning, and evaluation of such services (99 requests or 18.4 percent) seem to be the most popular secondary topics (see table 2). Finally, for tertiary subjects, although thirty-two topics

TABLE 1
PRIMARY SUBJECTS REQUESTED TEN TIMES OR MORE

<i>Subject</i>	<i>Frequency</i>	<i>Percentage</i>
Collection Development	56	10.4
Online Searching	35	6.5
Bibliographic Instruction	30	5.6
Library Service	30	5.6
Cataloging	29	5.4
Library Administration	29	5.4
Library Research	28	5.2
Reference Services	24	4.5
Librarians	23	4.3
Information Storage	20	3.7
Censorship	18	3.4
Software	18	3.4
Indexing	17	3.2
Library Facilities	17	3.2
Microcomputers	16	3.2
Library Automation	15	2.8
Interlibrary Loan	11	2.0
Online Catalog	11	2.0
Videodisk/Optical Disk Technology	11	2.0
Electronic Publishing	10	1.9
Total	448	83.4

Library Practitioners' Use of Library Literature

TABLE 2
SECONDARY SUBJECTS REQUESTED TEN TIMES OR MORE

<i>Subject</i>	<i>Frequency</i>	<i>Percentage</i>
Evaluation	33	6.1
Automation	28	5.2
Theory	27	5.0
Design	22	4.1
Services for Groups	22	4.1
Programs	22	4.1
Methodology	20	3.7
Audiovisual	14	2.6
Databases	14	2.6
Reviews	12	2.2
Software	12	2.2
Standards	12	2.2
Planning	12	2.2
Microcomputers	11	2.0
Collection Development	10	1.9
End Users	10	1.9
No Secondary Subject	66	12.3
Total	281	52.0

were assigned, only two (evaluation and programming) received more than ten uses and 415 (77.3 percent) of the articles were considered to have no third subject.

The 537 articles were taken from 153 separately titled library journals. Most of these journal titles included only one or two of the requested articles. However, as can be seen in table 3, nineteen journals accounted for 41.5 percent of all the articles requested. *The Journal of Academic Librarianship*, *Library Hi-Tech*, and *Catholic Library World* account for 11.2 percent of all articles requested. The large number of requests for *Journal of Academic Librarianship* was surprising. Swisher and Smith¹⁵ reported it to be read by 44 percent of academic librarians.

The years from which articles were requested ranged from 1950 through 1986 with 56 percent from journals with 1984 and 1985 imprint dates (see table 4). When one considers the time at which the data were gathered (the second half of 1986) and the time lag between the publication of an article in a journal and the appearance of that article in paper and online indexes, it is not surprising that most of the articles were one to two years old. It is also interesting to note that after eight or ten years

TABLE 3
 JOURNALS REQUESTED SEVEN TIMES OR MORE

<i>Journal</i>	<i>Frequency</i>	<i>Percentage</i>
<i>Journal of Academic Librarianship</i>	23	4.3
<i>Library Hi-Tech</i>	20	3.7
<i>Catholic Library World</i>	17	3.2
<i>Library Association Record</i>	15	2.8
<i>Research Strategies</i>	15	2.8
<i>Technicalities</i>	15	2.8
<i>Audio Visual Librarian</i>	12	2.2
<i>Library Acquisitions</i>	12	2.2
<i>Microcomputers for Information Management</i>	12	2.2
<i>Medical Reference Services Quarterly</i>	11	2.0
<i>Colorado Libraries</i>	9	1.7
<i>Drexel Library Quarterly</i>	8	1.5
<i>Journal of Information Science Program</i>	8	1.5
<i>Special Libraries</i>	8	1.5
<i>CLIC Quarterly</i>	7	1.3
<i>Database</i>	7	1.3
<i>Emergency Librarian</i>	7	1.3
Total	223	41.5

the requests for materials drop off dramatically, suggesting that a journal's "half life" is somewhere between seven and ten years.

Finally, 207 (38.5 percent) of the libraries engaging in interlibrary loan were academic libraries. Library systems and medical libraries each accounted for 105 (19.6 percent) of the requests, with public libraries accounting for 58 (10.8 percent) of the requests (see table 5). Requests from library systems may have been originated by any type of library choosing to go through their system for loans or by request of system staff for internal use.

For 41.3 percent (222) of the items, the patron information was not available. Of the remainder, 40.8 percent of the requests came from library staff, 11.5 percent from faculty, 3.5 percent were requests from students, and 2.8 percent were requests from businesses (see table 6).

In almost half of the cases (48.6 percent), the source of the original citation was not available. However, for the remaining 51.4 percent of the requests, the citation was derived from a paper index in 199 cases (37.1 percent). For 8 percent of the requests (forty-three), the citation

Library Practitioners' Use of Library Literature

TABLE 4
YEARS REQUESTED

<i>Year</i>	<i>Frequency</i>	<i>Percentage</i>
1950	1	.2
1954	1	.2
1960	1	.2
1961	1	.2
1962	1	.2
1963	1	.2
1965	2	.4
1967	1	.2
1969	2	.4
1970	2	.4
1971	2	.4
1972	3	.6
1973	3	.6
1974	4	.7
1975	3	.6
1976	5	.9
1977	7	1.3
1978	10	1.9
1979	17	3.2
1980	26	4.8
1981	30	5.6
1982	40	7.4
1983	61	11.4
1984	162	30.2
1985	139	25.9
1986	12	2.2
Total	537	100.0

TABLE 5
TYPE OF LIBRARY

<i>Library</i>	<i>Frequency</i>	<i>Percentage</i>
Academic	207	38.5
Library System	105	19.6
Medical	105	19.6
Public	58	10.8
Corporate	22	4.1
School	15	2.8
Government	13	2.4
Law	11	2.0
Prison	1	.02
Total	537	100.0

came from a journal article and in only 6.3 percent of the cases (thirty-four) was an online search given as the source of the citation being requested (see table 7).

Cross-tabulation of subjects with journal, library type, patron type, or source of citation was restricted to those subjects which had a request frequency of at least ten. It was believed that no meaningful interpretations would be drawn from smaller samples. A cross tabulation of primary subjects with secondary subjects revealed some interesting patterns. In comparing the interactions between primary subjects and secondary subjects very few appeared in both categories. Only collection development and information storage appear as both primary and secondary subjects. As can be seen in table 8, the articles requested on collection development topics tended to focus on the theory of collection development, collection of library materials, the provision of services to groups, the automation of collection development, and the evaluation of collection development. Collection development also appears with censorship, although censorship was taken to be the

TABLE 6
TYPE OF PATRON MAKING REQUEST

<i>Patron</i>	<i>Frequency</i>	<i>Percentage</i>
Library Staff	219	40.8
Faculty	62	11.5
Student	19	3.5
Business	15	2.8
Unknown	222	41.3
Total	537	100.0

TABLE 7
SOURCE OF CITATION

<i>Source</i>	<i>Frequency</i>	<i>Percentage</i>
Paper Index	199	37.1
Journal Citation	43	8.0
Online Index	34	6.3
Not Given	261	48.6
Total	537	100.0

Library Practitioners' Use of Library Literature

primary subject of the articles on collection building. It is not surprising to find that subjects such as end user searching, methodology, and evaluation are the topics most frequently found with online searching. In all cases, the secondary subjects appear to be the logical outgrowths of the focuses that are currently important in the field of librarianship—i.e., methodology for library research, stress in libraries, the design of library facilities, and the planning of library automation are all logical combinations.

It was surprising to find no secondary subjects for reference services. One would have expected to find an interaction between reference services and online searching, end user searching, or video disc technology. Perhaps some of these combinations are of such recent interest that they have not yet appeared in the literature. It is interesting to note that Stephen Atkins (elsewhere in this *Library Trends* issue) has reported that very few articles pertaining to reference services have been written in the last several years. However, as tables 1 and 8 indicate, reference services was a topic which drew a reasonably high number of interlibrary loan requests.

Examination of the popularity of certain subjects over time suggests that some topics were such that the age of the original citation does not affect their popularity (see table 9). Topics such as library service, library research, and librarians all have had journal articles requested going back into the very early 1970s. Other topics such as cataloging, censorship, software, online catalogs, optical discs, video discs, and electronic publishing (only articles written since 1982) appear to be in high demand as interlibrary loan items. It is possible to speculate that this difference is caused by very slow changes to the basic literature of the field for such topics as library service or library research. Alternately, this may be attributed to recent changes or the development of new processes for which no data could possibly exist in earlier periods. For fields like information storage, library automation, and interlibrary loan it is very possible that, in spite of requests for many recent articles, requests for older articles represent an interest in landmarks in the field which otherwise would be ignored.

Analysis of subject interest by library type shows that, generally, the subjects were requested by each library type in rough proportion to their total presence in the sample population (see table 10). There were, however, some interesting exceptions to this finding. Academic librarians' interests seem to be spread evenly across all subjects with the exception of library services and censorship. Both topics were requested by academic libraries less frequently than would be expected. Library

TABLE 8
INTERACTION OF PRIMARY AND SECONDARY SUBJECTS

<i>Primary Subject</i>	<i>Secondary Subject</i>	<i>Frequency</i>	<i>Percentage</i>
Collection Development	Theory	12	2.23
	Library Materials	9	1.68
	Selection		
	Services to Groups	7	1.30
	Automation	5	.93
Online Searching	Evaluation	4	.74
	Methodology	8	1.49
	End Users	7	1.30
Bibliographic Instruction	Evaluation	4	.74
	Evaluation	6	1.12
Library Services	Program	6	1.12
	Audiovisual	5	.93
	Services for Groups	13	2.42
Cataloging	Library Instruction	4	.74
	Literacy	4	.74
	Standards	5	.93
Library Administration	Theory	4	.74
	Library Technicians	4	.74
Library Research	Methodology	11	2.05
Reference Services	—		
Librarians	Stress	7	1.30
	Automation	6	1.12
	Faculty Status	5	.93
Information Storage	Automation	7	1.30
	Design	5	.93
Censorship	Collection Development	4	.74
Software	Reviews	6	1.12
	Design	4	.74
Indexing	Databases	8	1.49
Library Facilities	Design	8	1.49
Microcomputers	—		
Library Automation	Planning	4	.74
Interlibrary Loan	Library Networks	4	.74
Online Catalog	—		
Videodisk/Optical Disk Technology	Information Storage	4	.74
Electronic Publishing	—		

TABLE 9
OCCURRENCE OF SUBJECT BY YEAR

<i>Subject/Year</i>	1976	1977	1978	1979	1980	1981
Collection Development			2	3	2	11
Online Searching					4	1
Bibliographic Instruction					1	3
Library Service	1	1	1	1	1	3
Cataloging						
Library Administration		1	1	0	3	2
Library Research	1	0	1	2	1	0
Reference Service	1	1	0	0	0	2
Librarians		1	0	2	1	0
Information Storage			2	0	0	0
Censorship						2
Software						1
Indexing				1	4	0
Library Facilities				1	1	1
Microcomputers					2	0
Library Automation			1	0	0	0
Interlibrary Loan				2	0	0
Online Catalog						
Optical Disk/Video Disk						
Electronic Publishing						

systems, the second largest requestors of material, showed greater interest in articles on library services, library research, reference service, information storage, and censorship—all topics which would be of interest both to the system and to the affiliated groups for which the system supplies an interlibrary loan conduit. Library systems, in contrast, made few or no requests for articles on library instruction, librarians, and software. Medical libraries, which were represented in the sample at the same level as library systems, showed a disproportionate interest in those fields considered to be technical such as information storage and software but also focused on services—i.e., library service, reference service, and the impact of censorship as well as information about librarians. However, medical libraries requested no information concerning cataloging or indexing. Finally, public libraries, the fourth largest group in the sample, showed high interest in library services and electronic publishing but surprisingly little interest in reference services, censorship, library automation, or online searching. It is speculated that the interest in online searching is so low because—at least in Illinois—the library system office frequently does online searching for its member libraries.

There are some interesting relationships between the subjects and the patrons who requested them (see table 11). In looking at the types of material requested by library school faculty, it was not surprising that library school faculty would request materials on library research and censorship or indexing. It is somewhat more surprising to find a disproportionate number of requests from faculty for articles containing information about bibliographic instruction. Conversely, library school faculty asked for information about collection development, cataloging, and information storage at a much lower rate than their requests show in the general population. Library staff, while asking for most topics in proportion to their presence in the population, asked for information about censorship and indexing to a much lesser degree than did library faculty. This is particularly surprising because both indexing—the organization of knowledge—and censorship—the protection of access to that information—are topics in which the authors would have expected library staff to be actively interested. In looking at the much smaller number of requests from students and business librarians, the emphasis in their requests all seems to be toward articles pertaining to technology and its impact.

If one examines the source of the citation for each of the twenty primary subjects, a few interesting phenomena appear (see table 12). As has already been stated, paper indexes are by far the most prevalent

TABLE 10
INTERACTION OF SUBJECT BY LIBRARY TYPE

<i>Subject/ Library Type</i>	<i>Library</i>					
	<i>Academic</i>	<i>System</i>	<i>Medical</i>	<i>Public</i>	<i>Corporate</i>	<i>Sch</i>
Collection Development	22	14	7	6	3	0
Online Searching	19	10	3	1	1	1
Bibliographic Instruction	19	3	1	4	1	1
Library Service	5	7	5	9	0	2
Cataloging	15	8	0	1	4	1
Library Administration	13	5	5	3	0	0
Library Research	8	6	9	0	1	0
Reference Service	9	6	9	0	0	0
Librarians	12	1	9	0	1	0
Information Storage	5	4	8	1	1	0
Censorship	1	4	5	0	1	6
Software	5	0	8	3	2	0
Indexing	7	5	0	1	1	0
Library Facilities	10	5	0	2	0	0
Microcomputers	6	2	5	1	0	2
Library Automation	9	3	3	0	0	0
Interlibrary Loan	4	2	1	1	1	0
Online Catalog	4	2	3	0	0	1
Optical Disk/Video Disk	2	2	5	2	0	0
Electronic Publishing	3	1	1	4	1	0

TABLE 11
INTERACTION OF SUBJECT BY PATRON TYPE

<i>Subject/ Patron</i>	<i>Library Staff</i>	<i>Faculty</i>	<i>Student</i>
Collection Development	21	2	0
Online Searching	9	4	3
Bibliographic Instruction	11	12	0
Library Service	16	0	1
Cataloging	17	0	1
Library Administration	19	1	0
Library Research	13	8	0
Reference Service	10	5	0
Librarians	14	4	0
Information Storage	12	1	0
Censorship	2	6	0
Software	12	1	1
Indexing	0	3	0
Library Facilities	4	1	1
Microcomputers	4	1	2
Library Automation	7	1	1
Interlibrary Loan	4	0	0
Online Catalog	3	2	2
Optical Disk/ Video Disk	5	0	0
Electronic Publishing	4	1	0

Library Practitioners' Use of Library Literature

source of citations for requests, and this holds true across most of the subjects requested. However, in the area of bibliographic instruction and video and optical disc technology, the journal citation is actually more prevalent than either paper citations or online searching. In the case of video and optical discs this may be explained by the fact that this topic is of such recent popularity that the citations have not yet gotten into online or paper formats. For bibliographic instruction one may speculate that the individuals doing research in this area are only looking for the most up-to-date information and, therefore, rely more on journal citations than other indexing forms which have the automatic effect of aging the information. In spite of the fact that online searching was the second most popular subject for interlibrary loan requests, online searching appears to be rarely used as a source of citations for interlibrary loan. Only in the cases of the subjects microcomputers and library automation were there more citations from online sources than there were from either paper indexes or journals.

Discussion

As was hypothesized at the beginning of this research, those subjects pertaining to the practical and technical aspects of librarianship were found to be the most popularly requested topics. Other authors, such as Lynam¹⁶ and Ali,¹⁷ who looked at the dissemination of research, had proposed or suspected that the important material for dissemination would be that research which directly supported the practical aspects of librarianship. These expectations by Ali and Lynam are at some contrast to Nancy Jean Melin's¹⁸ conclusion that journal editors actually view their journals not as dissemination tools for practical application of information and continuing education, but rather as sources of more leisurely and informal reading for librarians. The results of the present study would support the hypothesis that librarians use the library literature to obtain practical and technical assistance. In fact, of the possible eighty-one subject headings, only those which had practical application drew any substantial number of interlibrary loan requests with two exceptions—library research and librarians. It is the authors' speculation that even these two topics take on a practical bent if librarians are using information about library research to improve the techniques they use to evaluate changes in the library profession and the implementation of technology in their libraries. Even the subject "librarianship" has some practical application since topics such as stress in librarianship or faculty status for librarians may have direct application for day-to-day lives of the librarians making such requests.

TABLE 12
INTERACTION OF SUBJECT WITH CITATION SOURCE

<i>Subject/Source</i>	<i>Paper Index</i>	<i>Journal Citation</i>
Collection Development	25	5
Online Searching	11	5
Bibliographic Instruction	3	5
Library Service	19	1
Cataloging	25	0
Library Administration	11	2
Library Research	10	3
Reference Service	5	3
Librarians	7	1
Information Storage	10	0
Censorship	12	1
Software	6	2
Indexing	3	2
Library Facilities	2	0
Microcomputers	2	0
Library Automation	5	0
Interlibrary Loan	2	1
Online Catalog	5	0
Optical Disk/ Video Disk	1	5
Electronic Publishing	0	1

Library Practitioners' Use of Library Literature

If the subject requests from the present study are compared with recent analyses of the journal literature, such as that by Stephen Atkins¹⁹ or by Feehan et al. in *Library and Information Science Research*,²⁰ it becomes clear that the match between what is written and what is read could be better. Although both studies did find that the bulk of the literature does pertain to applied subjects (much as the present authors found), the ranking of subjects within the applied category is very different. Atkins²¹ found that by far the single largest subject written about was library management. However, only 5.4 percent of the requests coming through interlibrary loan were on subjects pertaining to library administration. And, although both the Feehan et al. study²² and the present research found high interest in collection development or library materials, Atkins²³ found a much lower level of writing about this subject. There does seem to be a reasonably good match between the availability of information on information retrieval, online searching, and cataloging with the levels of request found in the present study. Finally, some subjects which appear preeminently in the literature—such as futuristic studies, library education, and circulation—were not requested in the interlibrary loan sample in any significant numbers.

It was also hypothesized that the journals requested for interlibrary loan would not include any of the most popularly held journals. This expectation was generally supported with one exception. *The Journal of Academic Librarianship*, which was the journal from which articles were most frequently requested, was reported by Swisher and Smith²⁴ to be read by 44 percent of the academic librarians responding to their study. Since Bobinski²⁵ reports that this journal is in the 1000 to 4999 category for subscriptions, it is possible that academic librarians who report reading *The Journal of Academic Librarianship* are doing so through interlibrary loan or that the articles it contains are of interest to a wider library reading public.

Finally, it was not surprising to report that the great majority of requests for interlibrary loans come from academic libraries. Such libraries represented a population, both of professional librarians and library school faculty, that were assumed to have significant interests in the literature of librarianship and in the research potential of the field. In addition, academic libraries should be able to provide both paper and online indexes for access to the materials and, at least in Illinois, excellent availability of interlibrary loan services. Although academic libraries were the major source of interlibrary loan requests, there was a substantial body of requests from library systems borrowing for the system staff or for patrons at member libraries; medical libraries which

appear to have a great interest in new technologies and interest in obtaining materials pertaining to them; and public libraries who, despite greater obstacles, still manage to find interlibrary loan a helpful resource. It was somewhat surprising and perhaps disappointing to discover that there was no interest at all in service to specialized groups such as minorities or the handicapped, and relatively little interest, particularly in public libraries, in questions pertaining to censorship and literacy.

References

1. Olsgaard, John N., and Olsgaard, Jane Kinch. "Authorship in Five Library Periodicals." *College & Research Libraries* 41(Jan. 1980):49-53.
2. Adamson, March C., and Zamora, Gloria J. "Publishing in Library Science Journals: A List of the Olsgaard Profile." *College & Research Libraries* 42(May 1981): 235-41.
3. Peritz, Bluma Cheila. "Research in Library Science as Reflected in the Core Journals of the Profession: A Quantitative Analysis (1950-1975)." Ph.D. diss., University of California, Berkeley, 1977.
4. See Atkins, Stephen A. "Subject Trends in Library and Information Science Research 1975-1984." *Library Trends* 36(Spring 1988)(in this issue).
5. Bloomfield, Masse. "A Quantitative Study of the Publishing Characteristics of Librarians." *Drexel Library Quarterly* 15(July 1979):24-49.
6. Kidston, James S. "The Validity of Questionnaire Responses." *The Library Quarterly* 55(April 1985):133-50.
7. Phillips, Bernard S. *Social Research: Strategy and Tactics*, 2d ed. New York: MacMillan, 1971, p. 126.
8. Ali, S. Nazim. "Library Science Research: Some Results of its Dissemination and Utilization." *Libri* 35(June 1985):151-62.
9. Lynam, Peter, et al. *Research and the Practitioner: Dissemination of Research Results Within the Library-Information Profession* (Aslib Occasional Publication, No. 27). London: Aslib, 1982.
10. Swisher, Robert, and Smith, Peggy C. "Journals Read by ACRL Academic Librarians, 1973 and 1978." *College & Research Libraries* 43(Jan. 1982):51-58.
11. "Distribution of Library Periodicals as Shown in Some Massachusetts Union Lists." *CALL* 1(March/April 1972):3-7.
12. Lee, Joel M. "Collection in Librarianship and Information Science." *Drexel Library Quarterly* 15(July 1979):81.
13. Houston, James E., ed. *Thesaurus of ERIC Descriptors*. Phoenix, Ariz.: Oryx Press, 1987, pp. 136-38.
14. SAS Institute Inc. *SAS Language Guide for Personal Computers, Version 6 Edition*. Cary, N.C.: SAS Institute Inc., 1985.
15. Swisher, and Smith, "Journals Read by ACRL Academic Librarians."
16. Lynam, et al. *Research and the Practitioner*.
17. Ali, "Library Science Research."
18. Melin, Nancy Jean. "The Specialization of Library Periodical Literature: Its Development and Status." *Drexel Library Quarterly* 15(Jan. 1979):25-51.
19. See Atkins, "Subject Trends" (in this issue).

Library Practitioners' Use of Library Literature

20. Feehan, Patricia E., et al. "Library and Information Science Research: An Analysis of the 1984 Journal Literature." *Library & Information Science Research* 9(July/Sept. 1987):173-85.
21. See Atkins, "Subject Trends" (in this issue).
22. Feehan, et al. "Library and Information Science Research."
23. See Atkins, "Subject Trends" (in this issue).
24. Swisher, and Smith, "Journals Read by ACRI. Academic Librarians."
25. Bobinski, George S. "An Analysis of 105 Major U.S. Journals in Library and Information Science." In *Library Science Annual*, edited by Bohdan S. Wynar, pp. 29-41. Littleton, Colo.: Libraries Unlimited, 1985.

This Page Intentionally Left Blank

The Literature of Librarianship in the "Real World," 1976-86

MILDRED VANNORSALL

THE PROOF OF THE PUDDING is in the eating; or, a wholly pragmatic look at the use of the literature of librarianship by practitioners would be an appropriate subtitle for this article. However, before proceeding, it is necessary to define what the pudding is and the eaters.

The "pudding" in question consists of the literature produced to meet the needs of the library and information science community. Some attention will also be given to materials not addressed specifically to a library audience but found to be necessary or useful by library practitioners.

The "eaters" referred to will be mainly those who manage and operate libraries (practitioners) in contrast to students, teachers, and researchers of library and information science. The practitioners include librarians who give direct service to the clientele of a particular library; librarians who acquire and organize library materials, developing collections and producing library catalogs; librarians who make decisions about policies and procedures; clerical and support staff members; and professionals in diverse fields such as accounting, graphic design, and security, who practice as staff members of libraries. Also included are library practitioners who provide services on a consulting or free-lance basis.

The vantage point from which these observations have been made is a special unit providing reference and research services to the staff

Mildred Vannorsdall is Librarian, Professional Library, Chicago Public Library, Chicago, Illinois.

members of both a very large urban public library and the academic, school, and special libraries affiliated with it. The decade 1976 through 1986 was chosen because the special unit referred to opened on 2 January 1976. Little reflection is needed to produce a list of cultural, economic, political, scientific, and social changes which have taken place during these years, and the speed of the changes is a matter of frequent comment. It may be useful, however, to recall some of the changes within the library world itself during this decade.

At the beginning of 1976, the *Anglo-American Cataloguing Rules*, 2d ed.¹ was in preparation; a new U.S. copyright law was taking shape with some hope of passage at long last; efforts were continuing toward realizing the dream of a White House Conference on Library and Information Science (WHCLIS); OCLC was accurately translated as Ohio College Library Center by the staff members of its 577 participating libraries; and California's Proposition 13 (Jarvis-Gann Tax Limitation Initiative) and similar Draconian tax-cutting measures were in the future. Ten years later, after millions of words had been spoken and written in the effort to inform and train most library staff members who needed to cope with these major changes in their world, AACR2, the Copyright Act of 1976, the 1979 WHCLIS, OCLC and other bibliographic utilities, and state and federal tax cuts are facts of life. Fund-raisers and volunteers have joined library staffs, telecommunications costs are no longer a relatively fixed item in the budget, and automation is all-pervasive. In retrospect, 1976 seems to have been a particularly appropriate time to establish a unit devoted to serving the information needs of staff members in a large library system.

At the beginning of 1976, the clientele of the new Chicago Public Library/Chicago Library System Professional Library was already varied and geographically scattered over the city's 228 square miles. There were seventy-six branch libraries and six reading and study centers; still other neighborhoods and institutions were served by bookmobiles and deposit collections; and the first regional library was under construction. After fifty years of dire warnings about the crowded and unsatisfactory conditions in the 1897 building housing the central library, it overflowed into two buildings some four blocks—and a river—apart. A new building to house the Illinois Regional Library for the Blind and Physically Handicapped and the Chicago Subregional Library was also under construction. In addition, the Chicago Public Library provided library services in the Cook County Correctional Institution and the Illinois State Psychiatric Institute, both located within the city.

Literature of Librarianship in the "Real World," 1976-86

Thirty-two academic libraries and forty-eight special libraries within the city of Chicago had formally affiliated with the Chicago Library System, which was and is one of the eighteen library systems which together provide library services to a steadily increasing proportion of the state's populace. The Illinois Library Systems Act of 1965 designated the Chicago Public Library as one of four research and reference centers thus extending its responsibilities beyond the city limits of Chicago.

When 1986 dawned, the Carter G. Woodson and Conrad Sulzer Regional Libraries were operating in their specially designed buildings, bookmobile and deposit collection services had been phased out, many changes had taken place in the branch libraries, and several new ones were under construction or in the planning stages. Several massive volumes contained successive building programs for a new central library, and architectural drawings based on the latest program were being prepared. The Chicago Library System had more than tripled in size to include fifty-three academic libraries, two hundred twenty-five special libraries, and four high school libraries.

The need to communicate effectively with staff members in so many locations and to provide services which would be perceived as useful by a wide variety of practitioners were major challenges to the librarian of the professional library. The new unit opened with a small collection of books and bound periodicals housed in a room almost large enough to be a small office and conveniently located off the corridor leading to the staff lounge in the temporary central library. There was a commitment of physical space, furniture and equipment, funds for library materials and staff. There was also a positive expectation on the part of a good many staff members that the professional library would be useful to them and was, in fact, a service that might be expected in a large library system.

The librarian of the professional library had served during the preceding year with a staff task force which had been charged with the preparation of the first five-year or long-range plan for the Chicago Public Library/Chicago Library System (CPL/CLS). This experience had given her a knowledge of the history of the library and the city it serves and considerable understanding of the problems confronting the library. Her work with the task force, one of six engaged in special projects during 1975, had introduced her to many staff members from all parts of the system, to the Board of Directors of CPL/CLS, and to the director of the Illinois State Library. Together they had investigated the

current operations of the system, studied the library services needed by Chicago's 3 million residents, and made recommendations for the future.

Probably it was this immediate background in planning which led the librarian of the professional library to study the behavior of the users and potential users of the new unit for guidance in developing the collections and deciding what services would be offered. It was obvious that much service would be given by telephone, by use of the interagency delivery system to supply materials where they were needed, and by quick assistance to those who came in person. These patrons came perhaps from a distant branch library, from a special library at the other end of the Loop, from a busy subject division in the central library, or from a meeting just across the corridor. The sense of urgency was constant and led to an effort to anticipate the questions which would be asked. In other words, what situations stimulate information-seeking behavior on the part of library practitioners?

The situations having this stimulating quality seem to fall into several categories: the need to make a decision or at least to recommend a specific course of action; the preparation of a required document with a specific deadline; the preparation for an event on a specific date; the need to cope with an immediate crisis; and the need to acquire a particular skill or be informed about a particular topic.

Whether individuals or groups make decisions, there is a need for accurate information. This may include estimates of the results of different courses of action and accounts of other libraries' methods of handling similar situations. A literature search and the procurement of the materials needed may be only the beginning, especially if a group is working on a problem of far-reaching implications such as selection of an automation system or development of policy in a prescribed area. The librarian providing information requested by such working groups often has the opportunity to broaden their perspective and facilitate their communication with other groups within the system.² The use of participative management techniques and quality circles have provided increasing opportunities of this kind, and the changes in the American work force noted by some observers³ make it likely that such activities will continue. At CPL/CLS the decision to phase out bookmobile services was made at the beginning of the decade as a result of the work of a task force. Currently, a quality circle is studying the problem or challenge of "latchkey" children in public libraries.

More and more library staff members are required to prepare formal documents ranging from annual reports and building programs to

Literature of Librarianship in the "Real World," 1976-86

budgets, requests for proposals, proposals for grants, and job descriptions, to say nothing of collection development policy statements and long-range plans. The adoption of modern technologies by libraries, the changes in funding, and the increasing complexity of operating libraries have all contributed to setting in motion a flood of paper.

The first requests from those preparing documents are often for up-to-date statistics and costs. Both annual budget documents and grant proposals require current costs for each category of library materials, current salary information for specific positions and specific kinds of libraries, and current costs of furniture, equipment, online services, and more. Statistics are frequently used in such documents to show comparisons among libraries. In the professional library, it was very soon noted that staff members from small special libraries were asking for similar cost and statistical information as their colleagues in the large public library; what was obtained for one group frequently served others—a spin-off which is one of the advantages of the professional library as a unit in the system. The growing number of publications by professional associations on salaries and library materials prices eases the lot of the reference librarian dealing with such questions.

The reactions to a new type of required document appear to follow a predictable pattern. First, there is a search for books and articles from other fields which may be helpful; for example, those on fund-raising for cultural and social service organizations were consulted when more sophisticated development activities replaced occasional book sales and memorial gifts in the face of budget cuts. Next comes a spate of articles and books relating the practice to libraries. A large library may provide workshops for staff members who are preparing building programs for the renovation of branches; developing proposals to obtain grants from the Friends of the Chicago Public Library, local foundations, or LSCA; or writing any other of the numerous documents, especially those which must follow prescribed guidelines. If the need is widespread and continues, regional, state, and national workshops will follow along with conference programs, more publications, and perhaps audiocassettes and videotapes.

At first glance, preparing for an event might not seem likely to give rise to many reference questions. The librarian of the professional library very soon found that such events as the dedication of a new branch building, the reopening of an extensively renovated branch, the celebration of an agency's anniversary, or any similar occasion generated a flock of reference questions over a period of weeks or months from staff members in different locations with various involvement with the

event. Records had to be searched to answer such questions as: Who were the staff members of the branch when it opened? Did some of the staff members later become well known like Charlemae Hill Rollins and Vivian G. Harsh? Is the branch named for a person and why? Has the branch always been located where it is now? Material is needed for press releases, brochures, and fliers, and for "remarks" by the dignitaries attending the ceremony. There may be questions about the protocol for the formal aspects of the occasion, wording for the invitations, introductions, and so on. It became evident that accurate, careful research done in advance of important events was a worthwhile activity.

But there are other, quite different events for which staff members must make preparation. Various types of interviews are often major events for those participating, and their number and importance has increased. The employment interview is an event usually approached with much serious preparation by both interviewers and job applicants. Possibly even more traumatic for both persons involved is the performance evaluation interview. And then there is the staff member preparing to interview an author or other celebrity at a library program "free and open to the public" or at a videotaping session for future broadcast. Along with interviews may be mentioned speeches, presentations, and participation on panels at professional meetings. These activities impel staff members to search for information with the frequent added concern that their work schedules do not allow adequate time for the needed research and reading.

Decisions, documents, and events may represent crises in the lives of the staff members dealing with them, but there is also the unscheduled, unexpected library crisis—earthquake, extreme weather, fire, flood, criminal activity, censorship incidents, and sudden and drastic budget cuts and hiring freezes. These pose immediate needs for accurate information, and an adequate response may depend on the planning and staff training which have been done in advance because the possibility of a disaster was accepted. The public relations aspects of any crisis must also be dealt with. The increase in useful materials about handling many kinds of crises and emergencies in libraries has been notable and welcomed by practitioners. It is likely that the tragic fire at the Los Angeles Public Library will eventually result in new information about preventing or mitigating fire and water damage to libraries just as the 1966 floods in Florence gave impetus to conservation work.

Finally, information-seeking behavior is stimulated by the needs and desires of staff members to acquire particular skills, to become informed about specific topics, and to keep up with new developments

Literature of Librarianship in the "Real World," 1976-86

and trends in their fields. These can be powerful motivators of information-seeking behavior for the person striving for promotion and a satisfying career. The introduction of new methods and equipment may stimulate curiosity and eagerness to learn as well as avoidance behaviors. Both extremes have accompanied the automation of library procedures, and all kinds of materials have been produced in the effort to satisfy the needs experienced. There has also been an increase in the provision of formal training and staff development at all levels in libraries, and in the demands made upon professional organizations to supply appropriate continuing education to their members. A former library administrator recently commented on the amazing increase in the number of meetings available for library practitioners and in the proportion of time devoted to this kind of activity.⁴

The newcomer to the city and/or to the institution and the person who has been transferred or promoted to a new position have some special concerns and needs which may lead to information-seeking behavior and which are often recognized by libraries with orientation sessions for newcomers and training for new supervisors. In response to questions frequently asked in the CPL/CLS professional library by newcomers, two annotated bibliographies, "Getting to Know Chicago: A Brief, Selective List of Books for New Chicagoans" and "The History of the Chicago Public Library: A Bibliography of Easily Available Sources," were prepared several years ago. These are now routinely given to job applicants by the library's personnel office.

The professional library has proved, in fact, to have a double function in relation to staff training and development. It serves those preparing to give formal training sessions of various kinds when the librarian assists in planning, provides a wide range of library materials, prepares reading lists and displays when appropriate, and offers the professional library bulletin boards as one means of publicizing workshops and courses. On the other hand, the individual who wishes to pursue a project independently gains access to the resources needed and assistance in selecting those most useful.

Given a decision to be made, a document to be prepared, an event to be planned, or some other need sufficient to trigger action, how does the practitioner go about locating the information desired? Admittedly, one cannot view the entire process of an individual's information seeking in a unit such as the CPL/CLS professional library. Staff members have other information resources. First, probably, are personal collections of materials. Many staff members belong to one or more professional organizations and receive newsletters, journals, and sometimes other

publications as perquisites of membership. Librarians may have acquired some professional works while in library school although the increasing cost of such tools and their decreasing shelf life may mean that recent library school graduates have smaller personal libraries than those of a generation or two ago. At CPL, library materials may be purchased for the use of a specific office so that titles which are frequently used on a continuing basis may be available. The second resource, and one of the most important according to various studies of information-seeking behavior, consists of people.⁶ In the Chicago area, a wide array of experts is close at hand, including faculty members at the library schools and staff members at ALA headquarters. Direct calls to the subject divisions of the central library and to the Computer-Assisted Reference Center (CARC) of CPL are also possible.

When at some point the library practitioner turns to the professional library for help, the problem may be presented in many different ways, depending on numerous factors, some of the most important of which may not be known to the reference librarian. In this respect, the reference interview is not radically different from one with any library user. It may begin with a request for a source which the inquirer thinks will be helpful; this may be a title mentioned by a speaker at a conference or workshop, noted in a newsletter such as *Library Hotline*, or seen in a publisher's ad or brochure. At this point, informal bibliographic instruction in the use of the COM catalog and its update called WINDEX, *Library Literature*, ERIC, and the library's own online database is offered when appropriate. Sometimes no further assistance is required.

If it proves that specific facts are needed or everything available on a given topic, help is often necessary in order to translate the language of the request into that of Library of Congress subject headings, *Library Literature*, or ERIC descriptors, and sometimes to determine the kind of document (book, periodical article, dissertation, etc.) to which a citation refers. Another difficult kind of assistance to provide is that needed to determine what has been searched; for example, what library periodicals are included in ERIC and are they given complete indexing? How far back does the online version of *Library Literature* go? What are the limitations of a subject search in CPL's own catalog? In serving library practitioners who are materials selectors and reference librarians, it is necessary to keep in mind that they are usually managers or specialists in one or more subject fields but not in library science and that their need to do searching in this field is seldom more than occasional.

The final stage of the reference process is, of course, obtaining the books, articles, or other items which seem likely to be useful and either

Literature of Librarianship in the "Real World," 1976-86

delivering them to the requester or repackaging the information for his/her use. Library staff members at CPL/CLS have so far continued to exhibit the same preference for hard copy as have other library users. More conveniently located and easily operated microform readers might modify this behavior somewhat, but for many the need is simply for material which can be taken immediately to an office and used there. Although computer terminals have more intrinsic fascination than microform readers for most people, the printer is essential there too. Preferences related to the physical qualities of books and periodicals—i.e., size, binding, paper quality, and type size and design—are seldom so openly expressed but almost certainly influence usage. Audio-cassettes are welcomed for some purposes, especially by those who have tape decks in their cars. An initial experiment with videocassettes for in-house staff training on an individual basis has been well-received; both selection of the videocassettes and the monitoring of use was done by the staff development officer. The nature of the information sought and the urgency of the need have a considerable relationship to the formats acceptable.

The location of the professional library within the central library proved to be wise because the sharing of knowledge, experience, and problems among staff members, all of whom have materials selection and reference service responsibilities, lays the foundation for understanding and close cooperation. Sometimes the most useful service obtained from the professional library is an accurate referral to a source in the central library, the branch libraries, or one of the affiliate libraries. However, staff members in the central library subject divisions are very willing to provide assistance to the librarian of the professional library because they not only receive direct assistance themselves from the professional library, but they perceive that its existence deflects from them many staff demands which would conflict with the demands of the public.

A word may be said about general methods of responding to the urgency of many questions which come to the professional library besides doing the advance research mentioned earlier. Some questions are anticipated by attending internal, local, state, and national meetings and workshops and by reading a wide range of newsletters and other periodicals, keeping in mind that decisions and actions by the U.S. Congress, the Illinois General Assembly, the Illinois State Library, the American Library Association, and the Chicago City Council will presently have repercussions at the local library level that will result in requests for information. Besides anticipating specific questions, one

may reasonably expect that questions will be repeated and therefore prepare by recording and organizing information for future use. (This is also a way to provide equal access to information.⁶) Keeping necessary procedures as simple and understandable as possible is important, and underlying all must be respect for all staff members and their needs.

In the course of discussing the information needs and information-seeking behavior of library practitioners, much has been said by implication about the library resources which they need and use. More detailed attention will now be given to those library materials, again based on a decade of experience in the CPL/CLS professional library. It began with a small, organized collection of books and bound periodicals which had been developed in the chief librarian's office and which, toward the end of 1975, was transferred to a place open to all staff members and where there was a librarian to assist them. The decision was made to provide a current, working collection of materials, keeping it small enough to be browsable, concentrating on the areas of greatest activity and change at CPL/CLS, and excluding bibliographic works of use primarily for materials selection. The latter were already the responsibility of the adult and youth materials selection units or the central library subject divisions. From the beginning, the areas of concentrated effort have been identified by study of the long-range plan as it is modified each year and of proposals receiving funding as well as by consideration of specific requests received.

The professional library is sometimes referred to as a library science library but that is not entirely accurate. From the beginning, about 20 percent of the classified monograph collection has classed outside the Z section of the Library of Congress classification. Titles which include library applications along with others and works from such related fields as management, public administration, and sociology are acquired. Works with a general approach or geared to some quite different field may broaden one's perspective and contribute to the formulation of a philosophic viewpoint for libraries on the topic. The collection is intended to be useful to library practitioners rather than to be a balanced or comprehensive collection in the field of library science per se.

A small core of reference works is necessary to answer the numerous brief, factual questions received and to provide the starting point for work on more complex questions. These most-used reference works in the professional library fall into three categories. First, as might be expected, are reference tools prepared for the library market: *American Library Directory*,⁷ *The Bowker Annual of Library & Book Trade*

Literature of Librarianship in the "Real World," 1976-86

Information,⁸ *ALA Handbook of Organization and Membership Directory*,⁹ *The ALA Yearbook of Library and Information Services: A Review of Library Events*,¹⁰ *The ALA Glossary of Library and Information Science*,¹¹ *Harrod's Librarians' Glossary of Terms Used in Librarianship, Documentation and the Book Crafts, and Reference Book*,¹² and *Library Literature*. In the second group are general reference works such as an array of English language dictionaries, etiquette books, handbooks for secretaries, *The Chicago Manual of Style*,¹³ and similar works needed wherever people do work involving writing. A recent, multivolume general encyclopedia is also used for diverse purposes. More such general reference works would undoubtedly be required if the professional library were not located within easy reach of most subject divisions of the central library.

The third category of most-used reference tools consists of publications by and about libraries in Illinois and Chicago, including directories, laws, reports, and statistics. In Illinois it so happens that public library statistics, library system narrative reports, the state library's long-range plan, the proceedings of the Illinois Library Association's Annual Conference, and a biennial update on federal and state library legislation all appear as issues of a monthly periodical, *Illinois Libraries*. In addition, there is a biennial publication, *Illinois Library Laws in Effect on January 1, 19-*. On the local level, directories and maps, the CPL/CLS annual reports, the annual reports of CPL's branches, the proceedings of the Board of Directors of the Chicago Public Library/Chicago Library System, the files of the library's newsletters through the years, and the famous "Martin Report," *Library Response to Urban Change*,¹⁴ are in constant use in the professional library, and any delay or interruption in their preparation and publication causes problems. Many staff members consult such materials infrequently and appreciate or require help to find quickly what they need. Publications by and about other large urban libraries are also much in demand.

The professional library is able to provide special service to new libraries by loaning some very basic works for a few weeks until those ordered by the new library arrive. Most likely to be needed are the recent edition of the *Dewey Decimal Classification* or some of the LC classification schedules, the *Cutter-Sanborn Three-Figure Author Table*, and the current edition of the *Library of Congress Subject Headings*. A small publication, *How to Organize and Operate a Small Library* by Genore H. Bernhard,¹⁵ is much used by those considering their need for an organized library as well as those in the first stage of organizing one. Although some libraries moved out of Chicago or went out of existence

during the decade, others were opened. At the same time, a whole new world opened as librarians discovered the joys of free-lancing and entrepreneurship.

In 1976 library practitioners in general seldom had access to any database online except OCLC. That situation changed rapidly until, in 1986, many CPL/CLS staff members had access directly or indirectly to a wide range of online resources, including the holdings of the other Illinois Research and Reference Centers through the CLSI and LCS automated circulation systems. Now it is important to be aware of these online resources in order to make decisions both about acquisition of library materials and about their use instead of, or in addition to, resources in print for quick reference questions and for more extensive projects. The single most useful database at present for the library practitioner is ERIC, but a variety of others can be helpful on occasion. Until a longer range of years of *Library Literature* is accessible online, manual searching of that index will often be necessary. With such a wealth of materials now available, it is sometimes hard to know whether one is assembling many books and articles to stimulate ideas and provide a range of factual information or is using online databases, printers, and photocopiers as a substitute for, or at least a method of postponement of, the hard work of thinking about a problem or topic.

Because of the pressures to produce many kinds of documents for use in the library's management and operation, examples of such documents, both those prepared earlier at CPL/CLS and those from other (it is hoped comparable) libraries are frequently requested. Such requests seem to have increased greatly during this decade; fortunately, much more material is easily available than was the case earlier. A good example of a publication planned to meet exactly this need for examples of internal documents is the series of Spec Kits produced by System and Procedures Exchange Center, Office of Management Studies of the Association of Research Libraries, which began in 1973 and is available by subscription. Besides policies and procedures statements, planning documents, and job descriptions, a kit may include statistics derived from a survey conducted to obtain the documents. A number of volumes of policies of various kinds have been published in recent years and are welcomed by staff members although most lack any evaluation of the policies included, and the libraries represented may not be comparable to CPL/CLS. News items about plans, policies, studies, and similar materials are quickly noted by some alert staff members and requested from the professional library. Despite the increase in published data, it is still necessary to conduct quick surveys by phone or letter to obtain some necessary information.

Literature of Librarianship in the "Real World," 1976-86

Besides the internal documents just mentioned, standards represent another type of document needed and collected much more now than earlier. The standards needed range from those for types of libraries and library services which are approved by library organizations to technical standards developed by the National Information Standards Organization Z39 (NISO) and the MARC Standards Office of LC.

As mentioned earlier, many library practitioners are concerned about keeping abreast with changes and new developments in the field. The CPL/CLS professional library responds to this concern in a variety of ways. Nearly twelve publications which can be defined as newsletters are routed to from one to twelve staff members; this is in addition to personal and office subscriptions to such publications. The most popular titles on the professional library's routing list are *Advanced Technology/Libraries*, *Library Hotline*, and *Library Systems Newsletter*, all of which have originated since 1970. The professional library also sends tables of contents of selected periodicals to a fixed or changing list of staff members, depending on the periodical; special attention is given to those which publish single-topic issues regularly or occasionally and to articles appearing in unexpected places. Title pages and tables of contents of new books and information about kinds of publications are sent to those known to have a special momentary or continuing interest in specific topics. Response to these efforts varies and may be long delayed, but a good many such communications are returned with requests for the book or periodical. A quarterly list of titles added to the collection is prepared and distributed to all CPL units and affiliate libraries and reaches many who cannot be served by current awareness methods. The quarterly list may also include news of special groups of publications and an annotated list of periodical articles judged to be of interest to a significant number of staff members.

In the late seventies there were at least two experiments which were intended to assist librarians in keeping up with the periodical literature in their field. The Southwestern Library Association produced monthly audiocassettes, the *SWLA/CESL Current Awareness Journal*, which presented brief summaries of articles from various library periodicals. These cassettes were loaned by the CPL/CLS professional library and had some usage but were not greatly mourned when they ceased to arrive late in 1978. The audiocassettes of programs at the ALA Annual Conferences have been much more popular. A small selection has been purchased during each conference, beginning in 1979; they are most used in the weeks immediately after the conference, but certain titles such as those on services to special groups have proved to be of continuing interest.

The second current awareness experiment was Goldstein Associates' bimonthly, *CALL (Current Awareness-Library Literature)*, which reproduced tables of contents of library journals and newsletters, but it suspended publication at the end of 1980. *Information: Reports and Bibliographies* carries a department, "In the Literature: Selected Contents from Leading Journals in the Library and Information Sciences," transferred to it from *Information Hotline* as of volume 9, number 6, 1980. It has a predictable leaning toward information science and is international in scope. When given the opportunity, less than six CPL staff members requested to have it routed to them.

The eighties have brought electronic bulletin boards and electronic mail within reach of many library practitioners, and these may provide an ideal current-awareness service at last. When the plans for an IBM PC XT with a printer in the professional library are realized, there undoubtedly will be experiments with current awareness service. Meanwhile the professional library promotes other activities which can enable staff members to keep up and advance in their fields. They can obtain information about, and membership applications for, professional organizations; scan bulletin boards for announcements of conferences, courses, lectures, library tours, and workshops; consult the catalogs of graduate schools of library and information science and local community colleges offering courses for library technicians; and browse through a collection of current books on careers in library and information science and related fields. The CPL/CLS Office of Multitype Library System Development publishes a bimonthly calendar of events of interest to the library community of the Chicago metropolitan area, and the Staff Development Office offers both information and counseling to assist staff members in planning their careers. The librarian of the professional library works closely with both offices.

Whether and when library practitioners make use of research results in library and information science is a question frequently discussed. In surveying the materials used by practitioners, no mention has been made of research as such. Current-awareness materials, of course, include some news about research, and Magrill has noted the increase in columns devoted to reporting on research in library publications used by practitioners. Her recommendation that there be more survey and review articles reporting on research projects in a clear and useful manner is one with which the present writer concurs.¹⁶ There is an obvious need for help in discovering and evaluating the work which has been done on a problem rather than depending on the first or only study found. It is discouraging but perhaps not surprising when most of the research studies were found to deal with academic libraries.

Literature of Librarianship in the "Real World," 1976-86

More librarians have had training in research methods and the evaluation of research than was once the case, but the most powerful motivation for the use of research is the pressure to justify or demonstrate accountability for what is done or proposed. The use of statistics for reporting and comparing the work of libraries not only increased during the last decade but has changed, partly as the result of new capabilities provided by computers. The widespread use of Zweig and Rodger's *Output Measures for Public Libraries: A Manual of Standardized Procedures*¹⁷ has sparked debate about the validity of some of the measures even as more library staff members are involved in collecting and interpreting data for their libraries. For the largest public libraries in the United States, there is the special problem of obtaining statistics from all the others in this small group and making adjustments to allow for differences among them caused by geography, history, and state library legislation.

Having considered the situations which stimulate information-seeking behavior, the methods used by library practitioners to find needed information, and the resources available to provide it, it is time to conclude with some discussion of the selection and acquisition of library materials to be used by practitioners, noting changes observed during the decade.

Reviews of trade and association publications in library and information science appear in special sections in *College & Research Libraries*, *Emergency Librarian*, *Library Journal* (Shirley Havens's "Professional Reading"), *Library Quarterly*, *Public Libraries*, *RQ*, *School Library Media Quarterly*, *Special Libraries*, *Top of the News*, *Wilson Library Bulletin* (Norman Stevens's "Our Profession"), and a number of others. A unique resource appeared on the scene in 1975 just in time to benefit the professional library from its beginning; this is the *Journal of Academic Librarianship* with its "JAL Guide to the Professional Literature." Besides its long reviews, the JAL guide provides summaries of reviews which have appeared in a wide range of domestic and foreign periodicals and draws attention to titles likely to be of value to librarians in the fields of administration and education. Other new publications have increased the number of book reviews available while at least three major new publishers entered the library field in the seventies—Haworth Press, Neal-Schuman Publishers, and Oryx Press.

There is, however, a serious problem with all the review sources listed; not many titles are reviewed soon enough to be helpful to the librarian selecting in anticipation of the needs of library practitioners. When the selector turns reference librarian, good reviews at any date

may be extremely useful if they compare or contrast similar titles, provide background information about the author and the topic, and call attention to particularly useful and perhaps unexpected features of the book under review. The selector who serves busy and harried practitioners may find the statement "every librarian should read this" amusing if not naïve.

During the first year or so of the professional library's existence and during the period when the collection development policy statement for CPL's central library was being prepared, "The Librarian's Bookshelf," appearing annually in *The Bowker Annual*,¹⁸ served to some extent as a standard list although retrospective buying was not done until the need for a title was apparent. An aid in surveying each year's publications as a whole has been the section devoted to library science in the *American Reference Books Annual (ARBA)*. In 1985 this section was reduced to coverage of reference works only and has been replaced by the new *Library Science Annual* from the same publisher.¹⁹ For retrospective purposes, we now have *Reference Sources in Library and Information Services: A Guide to the Literature* by Gary R. Purcell and Gail Ann Schlachter.²⁰

All the sources listed so far deal primarily with books. The discussion of the library practitioner's use of library materials demonstrated the need for many publications which are not trade books. It is necessary to read newsletters and the news sections of *American Libraries* and most of the periodicals listed as carrying book reviews to locate titles and buying information for pamphlets, reports, and other items; several of these give attention to materials distributed through ERIC. Association publications will advertise audiocassettes of conferences and workshops, and various lists of dissertations and theses in progress or completed are checked, especially for any dealing with the Chicago Public Library.

Few library science titles appear in *Weekly Record*, but Baker and Taylor's *Directions* has a section on library science, and several library periodicals list publications received. Such local publications as *Recent Additions* from the Chicago Municipal Reference Library, *Illinois Nodes* from the State Library, and the newsletters of some Illinois library systems often list items of special value, particularly those from other fields such as public administration or state and local government documents. A problem with these sources occasionally is the lack of prices and sometimes even the name and address of the source of the publication described is missing.

In a time when an effort for a library to be completely self-sufficient is regarded as unrealistic, the selector for a special library—such as the

Literature of Librarianship in the "Real World," 1976-86

professional library—must consider the resources available in the subject divisions of the Central Library, the branches, the affiliate libraries, and elsewhere in the state and make a judgment as to whether to buy an item, borrow it when needed, or make a referral for its use. OCLC is often checked to determine the classification of a title and to learn which libraries in the Chicago area may have already acquired an expensive or highly specialized work.

The emphasis on the development of multitype library systems, which received great impetus with the appointment of interlibrary cooperation coordinators for the Illinois library systems in 1976, has spurred efforts to give and receive help. The special libraries affiliated with the Chicago Library System not only receive services from the professional library but provide assistance to it. For example, the librarian of the Harrington School of Design has advised about especially useful books on interior design which take human factors into account. The municipal reference library provides aid in following such intricate procedures as the appointment of members to Chicago boards and commissions, the budget process, and much more. The Chicago Historical Society Library is a place to go after checking CPL's own resources for the history of Chicago neighborhoods when studying the history of a branch library. The Chicago Public Library Archives in CPL's own special collections department are an increasingly valuable resource on the library's history.

Chicago library practitioners are particularly fortunate in having direct access to ALA headquarters library; it is only a short walk from the CPL/CLS professional library, and referrals are easy. In addition, there are four schools with ALA-accredited programs in library science in Illinois. These libraries serve practitioners to some extent, but their missions and their strengths differ according to the purposes of the institutions where they are located. Such a wealth of resources imposes the requirements to be aware of them and use them wisely.

Still another aspect of the selection of library materials for the professional library, and an important one, is the need to consider levels of reading difficulty, depth and complexity of treatment, and the intended audience in order to acquire the needed variety. Professionals from other fields such as accountants, architects, artists, engineers, lawyers, journalists, photographers, security officers, and more are employed by the library and must learn something about library methods, terminology, and philosophy while the librarians they work with are learning to read architectural drawings, balance sheets and budgets, flow charts, and legal documents. Librarians themselves vary

greatly in their education, work experience, and special skills; they may be experts in one area and neophytes in another. Library clerks and pages have information needs in relation to their jobs. Information needs go unfulfilled if the diversity among library employees is disregarded.

Having selected as wisely as possible, the librarian must set the acquisition process in motion. Books published by trade publishers, university presses, and large associations offer few acquisition problems given an adequate budget and a well-organized acquisition department, but some of the most necessary items for specialized reference service in any subject, including library and information science, are not so easily acquired. Often these are publications produced by individuals, institutions, or organizations with no claim or desire to be publishers. Each step in the acquisition of such items is expensive in time and often in money because they do not follow accepted trade practices. The library's business office would prefer that librarians not order these troublesome things.

A further difficulty arises when it is an objective to secure as many library materials as possible from sources which provide satisfactory cataloging for all titles ordered. Some items may indeed be used without cataloging, but most library materials acquired for the professional library have been classified and cataloged so that CPL/CLS staff members and the larger library community in Illinois as well may identify and request them and also to avoid any feeling that the professional library collection is an "office" collection. The professional library collection is, in fact, a part of the Chicago Public Library Central Library collections and was included when a collection development policy statement was prepared by central library staff members in 1982.²¹

During the decade 1976-86, radical changes took place in the working lives of CPL/CLS staff members, and many felt acute needs for information. The literature to meet those needs increased in quantity and to some extent in quality. Library organizations and publishers were aware of changing needs and attempted to respond. Two factors affected both suppliers and users—the speed with which change was and is occurring and steeply rising costs. From the users' point of view, the methods by which information is distributed within their own institution and the local community and the way in which time for acquiring information is allocated and controlled are factors of major importance. This paper has attempted to look at the literature of librarianship from the users' point of view and to reflect on what has happened during a decade of effort to distribute information to staff

Literature of Librarianship in the "Real World," 1976-86

members by providing a special unit for the purpose within the large system.

References

1. Gorman, Michael, and Winkler, Paul, eds. *Anglo-American Cataloguing Rules*, 2d ed. Chicago: ALA, 1978.
2. For a discussion of the full possibilities of this situation see Galligan, Sara. "The Information Resources Specialist as Group Facilitator in an Organizational Setting." *Special Libraries* 76(Fall 1985):246-52.
3. Rosenbaum, Bernard L. *How to Motivate Today's Workers: Motivational Models for Managers and Supervisors*. New York: McGraw-Hill, 1982, pp. 7-10.
4. Alvarez, Robert S. "From the Editor's Desk." *Library Administrator's Digest* 21(March 1986):21.
5. Krikelas, James. "Information-Seeking Behavior: Patterns and Concepts." *Drexel Library Quarterly* 19(Spring 1983):5-20.
6. For a frank and useful treatment of this problem see Cohen, David A. "Political Issues in Municipal Reference." *RQ* 25(Spring 1986):372-77.
7. *American Library Directory*, 38th ed. New York: R.R. Bowker, 1985.
8. *The Bowker Annual of Library and Book Trade Information*, 30th ed. New York: R.R. Bowker, 1985.
9. American Library Association. *ALA Handbook of Organization and Membership Directory*. Chicago: ALA, 1984.
10. Wedgeworth, Robert, ed. *ALA Yearbook of Library and Information Services '85*. Chicago: ALA, 1985.
11. Young, Heartsill, ed. *ALA Glossary of Library and Information Science*. Chicago: ALA, 1983.
12. Prytherch, Ray, comp. *Harrod's Librarians' Glossary*, 5th ed. Brookfield, Vt.: Gower, 1984.
13. *The Chicago Manual of Style*, 13th ed. Chicago: University of Chicago Press, 1982.
14. Martin, Lowell A. *Library Response to Urban Change: A Study of the Chicago Public Library*. Chicago: ALA, 1969.
15. Bernhard, Genore H. *How to Organize and Operate a Small Library*. Fort Atkinson, Wis.: Highsmith, 1980.
16. Magrill, Rose Mary. "Publishing of Research in Librarianship." *Library Trends* 32(Spring 1984):357-77.
17. Zweizig, Douglas, and Rodger, Eleanor Jo. *Output Measures for Public Libraries: A Manual of Standardized Procedures*. Chicago: ALA, 1982.
18. During the years 1976-1986, Flora D. Colton, Carol S. Nielsen and Olha della Cava in succession prepared this list.
19. Wynar, Bohdan, ed. *American Reference Books Annual, 1985*, vol. 16. Littleton, Colo.: Libraries Unlimited, 1985, pp. xiii-xiv.
20. Purcell, Gary R., and Schlachter, Gail Ann. *Reference Sources in Library and Information Services: A Guide to the Literature*. Santa Barbara, Calif.: ABC-CLIO, 1984.
21. Chicago Public Library. *Collection Development Statement: Current Collection Levels and 5-Year Projections*. Chicago: Central Library/CPL, 1982.

This Page Intentionally Left Blank

End User Search Systems: Access to Library and Information Science Literature

TIM LaBORIE
KEN GARSON

Introduction

TWO DATABASE VENDORS, BRS and DIALOG, now offer simplified search systems with a variety of databases for the end user searcher. BRS/After Dark and DIALOG's Knowledge Index are expanding the librarian's role from that of search intermediary to that of instructor in the use of online systems. Such a change will have an impact on library services and should influence library and information science education.

This article reviews the literature on end user searching and, since there has been no comparable study in the area, provides a preliminary investigation on the usefulness of the end user systems to the library and information science student.* This study looks at costs, vendor choice, searching precision, and also at databases that students choose when given the opportunity to become end user searchers.

Literature Review

"User-friendly" end user system—BRS/After Dark and Knowledge Index—have been reviewed by Tenopir, Mader, Janke, Ojala, and

Tim LaBorie is Head of Reference, W.W. Hagerty Library, Drexel University, Philadelphia, Pennsylvania; and Ken Garson is Information Studies Librarian, W.W. Hagerty Library, Drexel University, Philadelphia, Pennsylvania.

*Submitted for publication Spring 1986.

Kaplan.¹ Since the inception of these simplified systems, end user searching has generated much discussion and more than a little controversy.² Studies on other services like The Source and CompuServe; front-end and gateway systems like Sci-Mate, InSearch, or EasyNet; and also the greater availability and enhanced capabilities of microcomputers, have added to the literature. To illustrate, two articles by Janke³ list bibliographies on end user searching that total 181 references.

Numerous case studies document medical and allied health personnel,⁴ scientists,⁵ lawyers,⁶ engineers,⁷ university faculty,⁸ journalists,⁹ and the general public¹⁰ as end users. College students, as one might expect, have been studied most often.¹¹

But in particular the use of BRS/After Dark and Knowledge Index has generated the most study. Janke at the University of Ottawa has been the most enthusiastic about the use of BRS/After Dark.¹² Trzebiatowski, in a study at the University of Wisconsin, chose participants from appropriate reference desk transactions and then surveyed these end users' reactions to BRS's menu-driven system.¹³ Mader and Park at Memphis State University conducted a study in 1984 and concluded that there was an "overwhelmingly positive response" to its use.¹⁴ Halperin and Pagell at the Wharton School of the University of Pennsylvania offered the innovation of free end user searching to all business students.¹⁵ Friend at Pennsylvania State University conducted a study of end user searching by graduate students in educational psychology as part of course-related library instruction.¹⁶ At Texas A&M University, Jaros, et al. reported on the costs of an experiment in subsidized end user searching for a large student population,¹⁷ while most recently, Branch at Johns Hopkins University discussed developing a conceptual approach to teaching end users as part of its library instruction program.¹⁸

Among this research, however, we could find no studies dealing specifically with library and information science students as searchers of these end user systems. Some earlier work looking at the use of online databases by librarians and library and information science students is pertinent to this study. In 1981 LaBorie and Halperin used beginning library and information science students' searches to compare the online databases *Library & Information Science Abstracts (LISA)* and *ERIC* for precision and recall. Librarians did the searches on DIALOG for students in that study.¹⁹ In another study, LaBorie compared six databases for the information professional for their coverage of materials of interest to those in the information field.²⁰

Methodology

For our study on library and information science students as end users, volunteer students (n=17) from Drexel University's College of Information Studies were offered free database searching on the two end user systems. They were provided with lists of available databases and guides to searching each system. The students were allowed to search any of the databases and use either or both search systems. A librarian/monitor was available to answer questions and log students onto the system.

Only two of the students had previous experience on an end user system although all but four had some database searching experience. Most students had used OCLC or the full BRS or DIALOG systems either through their coursework or some job-related activity. The documentation we provided to them included a copy of DIALOG's brief system guide to Knowledge Index and a two-page guide to BRS/After Dark searching which had been developed at the Drexel University library.

We did not recommend one system over another but if asked would explain, for example, that BRS/After Dark was a menu-driven system and Knowledge Index was command-driven. Most students chose a specific system because of the databases that were available. Six students searched both systems.

Most students selected the databases they wished to search by reading the database lists and descriptions. If asked, the monitor would recommend databases that were relevant to the subject area of the search. All but one student asked for assistance in formulating his/her search strategy. Six asked for a thesaurus to help them select terms for their search.

As monitors, we maintained a detached but helpful attitude during the search sessions. After logging students on we stayed at the terminal to answer any questions. We found a wide range of ability among the students; some were able to work quite independently while others required continual assistance. We placed no time limit on the search sessions. On the average, an hour was spent with each student; search sessions ranged from thirty minutes to ninety-five minutes.

The students were required to complete a presearch worksheet to help them prepare the search and a postsearch questionnaire (see appendix A) on which their experience was evaluated. Finally, the students were required to provide a copy of their completed papers so that their bibliographies and footnotes could be matched with citations used from their searches.

Findings

Search Sessions

The more adventuresome students tried between six and seven databases but most searched only two databases (mode); the average number accessed was 3.15. Data on the seventeen search sessions is summarized in table 1; complete data can be found in appendix B. Two students searched for over an hour; the average time online was thirty-six minutes, and the average cost for all sessions was \$9.84.

For comparison, students studied by Friend used an average of 1.86 databases per session and spent an average of thirty minutes online.²¹ The average cost (\$4.80) was much lower than in our study. We think the lower cost can be attributed to the high percentage of use of the inexpensive ERIC database—46 percent in the Friend study and 18 percent in our study.

Halperin and Pagell reported an average of \$4 per search for business graduate and undergraduate students who were allowed fifteen minutes free search time on BRS/After Dark.²² This cost rate is very close to that in our study.

Cost and Time Online by Vendor

In addition to looking at the cost and time online for each search session, use of individual databases on the two vendor systems was also examined. (This data is summarized in table 2; a detailed list by database accessed is presented in appendix C.)

TABLE 1
SEARCH SESSION SUMMARY

Number of Databases Used by a Student:	
Range:	1-7
Mode:	2
Average:	3.15
Online Time in Hours:	
Range:	.234-1.231 (14-74 minutes)
Average:	.604 (36 minutes)
Cost:	
Range:	\$1.93-\$23.80
Average:	\$9.84

End User Search Systems

TABLE 2
COST AND TIME ONLINE BY VENDOR
(60 searches on 24 databases)

<i>Vendor</i>	<i>No. of Searches</i>	<i>Hours Online</i>	<i>Average Hours</i>	<i>Total Cost</i>	<i>Average Cost Per Search</i>
BRS	44	8.623	.196	\$127.82	\$2.91
DIALOG	16	1.649	.103	\$39.49	\$2.47
TOTAL	60	10.272	.171	\$167.31	\$2.79

BRS/After Dark was found to be the most heavily used system. Nine students used BRS only, two used Knowledge Index only, and six used both systems. Nine out of seventeen (53 percent) student questionnaires indicated that the databases available on the system were the reason for the choice. Of the databases searched, 73 percent were on BRS. Our sample size is much too small to make a definitive evaluation of the desirability of the two systems, but the trend toward favoring BRS when cost is no object is difficult to ignore.

Of the total online time, 84 percent was spent on BRS; however, students spent almost twice as much average time online on BRS. We believe this is due to use of the menu-driven system, which is more time consuming, rather than a difference in the volume of citations printed. The average number of citations per search on each system was nearly identical—BRS/After Dark, 17.5; Knowledge Index, 17.6.

Similarly, the average BRS search cost was forty-four cents more. But costing database access on the two systems is not a simple matter because the charging systems are different. Knowledge Index charges a flat rate (\$24 per hour) while BRS/After Dark charges variable rates in addition to per citation print charges on certain databases.

Although on a per search basis BRS was more costly, on an hourly basis it was less expensive. BRS's hourly cost was \$14.82 and DIALOG was \$23.95. For comparison, Mader reported an average search cost on BRS/After Dark as \$11 per hour.²³ Jaros reported the average search session as twenty-three minutes costing \$5.67 which calculates to \$14.79 per hour.²⁴

Search Subject

The student's choice of databases was influenced by the courses offered in the College of Information Studies. For example, the number

of searches on business databases was no doubt influenced by the "Resources in Business" course which was taught during the term when this study was conducted. If a science reference course had been taught, the databases chosen would certainly have been different.

In appendix D the databases used by the students are broken down into five subject categories that correspond to those used by BRS in its database listing. Business and science databases were the most heavily used, followed closely by social science and education.

ERIC, an educational database which indexes many key library and information science journals, was used nearly twice as much as any other database. The general social science database, *Social Sciences Citation Index* (SSCI) and the two business databases, *Trade and Industry Index* (BIZZ) and *ABI/Inform* (INFO), were just as heavily used. The *INSPEC* file which LaBorie found very useful for library and information science topics, was little used, either because students were not familiar with it or because the database's primary focus on engineering appeared to be irrelevant to the subject area of most searches.²⁵

Precision

We found that students did not use many of the citations found in their searches. In fact, on the average, only one citation was used for each database accessed or 3.5 per paper.

In the postsearch questionnaire, students were asked to rate how they felt about the results of their search. Twelve indicated "satisfied," four indicated "somewhat satisfied," and only one student indicated that his search session was "disappointing." If this is a true assessment, then the students must have gotten something from their searches besides usable citations. One student did note that: "It was interesting what was not online about this subject."

"Precision" in database searching is a standardized measure of the ratio of relevant citations retrieved to total citations retrieved. We followed a strict measure of relevance—i.e., a citation was considered relevant if it was used in a student's bibliography. We used the following formula for computing the precision ratio:²⁶

$$\text{Precision} = \frac{\text{Number of relevant documents retrieved}}{\text{Total number of documents retrieved}} \times 100$$

Appendix E shows the average precision ratio for all searches was 5.7 percent. Nine of twenty-three databases had a precision ratio above 0.00 and are shown in table 3.

End User Search Systems

TABLE 3
DATABASES WITH PRECISION RATIO ABOVE 0.00*

	Database	No. of Uses	Cites Printed	Cites Used	Precision Ratio
NOOZ	National Newspaper Index	1	12	2	16.6
NRIC	National Rehabilitation Information Center	1	12	1	8.3
ERIC	ERIC	11	294	23	7.8
INFO	ABI/Inform	6	219	17	7.7
COMP3	Microcomputer Index	4	136	7	5.1
BIZZ	Trade & Industry Index	6	83	3	3.6
COMP4	Computer Database	4	97	3	3.1
INSP	INSPEC	3	66	2	3.0
SSCI	Social Science Citation Index	6	70	2	2.9

*See appendix D for a complete list of all databases searched.

The ERIC database, with a precision ratio of 7.8 percent, was one of the most relevant databases. The precision compares closely with a 1981 study in which librarians performed searches for library and information science students on the ERIC and LISA databases. Precision for ERIC in that study was 8 percent.²⁷

The ABI/Inform database also showed high relevance (7.7 percent). NRIC, the National Rehabilitation Information Center's database, and NOOZ, the *National Newspaper Index*, also had high precision but represent a low sample size. Table 3 presents the databases which had searches with a precision ratio higher than zero; appendix E presents more detailed data.

Discussion

Certainly most library and information science degree programs today have programmed database searching into their curriculum. Since many of these students will soon be in the position of teaching library patrons to use the end user systems it is also essential that they have exposure to the systems. Also, end user search facilities should be available to students so that they can continue to exercise and refine their searching skills at the inexpensive rates offered by the end user systems.

Although the primary databases for library and information science information (*LISA* and *Information Science Abstracts*) are not on the end user systems, students do not hesitate to try a variety of databases in different subject areas, and this limited study has shown that there are many databases available on the end user systems that are useful to library and information science research.

Precision appears to be low but, as Lancaster notes, users have different requirements for precision at different times.²⁸ Our student searchers, rather than using carefully developed search strategies aimed at high precision, frequently approached their search as a preliminary test of their topic—i.e., to see how much and what kind of research is available. Some students searched more than one topic which would also account for an individual and overall lower precision.

Mancall has observed, in her studies of middle school and high school students as end users, that not many utilize citations from their searches in their final papers. In a report on her unpublished research, she suggests that few citations are used because they are either too sophisticated or too difficult to obtain.²⁹

Because of the expense of online searching, librarians acting as intermediaries have typically avoided the “let’s go exploring” approach to searching. End users, however, appear to approach searching differently. The lower cost of the end user systems allows them the freedom to use the online system as a tool to refine and narrow their topic or test out an idea for a research paper.

This type of approach by end users was noted by Kollmeier and Staudt in a project in which freshman composition students were taught to search. They concluded that “the researcher who needs to explore...will profit from the unmediated ‘hands-on’ experience of the exploring process that online searching provides.”³⁰

If end user systems continue to simplify in ease of use and expand their offerings of inexpensive databases, we will see increased use by those in the library and information science fields. The addition of a file specifically for library and information science would make these systems especially attractive to librarians and students.

Conclusions

Controlled observation of a small sample of library and information science students doing end user searching showed that they found useful databases on *BRS/After Dark* and *Knowledge Index* and relevant citations for their searches. Precision was low in the student searches,

End User Search Systems

but this did not dampen enthusiasm for the end user systems; indeed, the searching process meant more than the discovery of citable references. Future studies in this area should include not only larger groups of students but also professional librarians.

End user search systems will have an impact on library instruction programs. Librarians, in addition to their role as search intermediaries, will also be expected to teach the use of online systems. Therefore, end user search systems should be available to library and information science students, both as an educational tool to prepare them for this new teaching role and as a practical information system to provide inexpensive access to databases that will assist them with their coursework.

Working with students during this study, we found that much assistance is required for new users of these "user-friendly" systems. Effective use of these systems requires: (1) a familiarity with microcomputer software and hardware, (2) a general knowledge of the construction and subject content of databases, (3) a sense of how to develop a search using pertinent search terms and Boolean operators, and (4) a familiarity with the search commands used by the search system. Of these four competencies, only the last—simplification of the search command system—has been addressed by the end user search systems we studied. A great deal of preparation and background knowledge is still required of the novice user.

When asked in the postsearch questionnaire how their search session could have been improved, five students remarked that more time should have been spent developing their search strategy or gaining familiarity with search commands. One astute student remarked that, "*Library Literature* and *LISA* could have been made available."

Appendix A

End-User Search System Evaluation Postsearch Questionnaire

1. Name _____ Phone (____) _____

2. Graduate Student Undergraduate Student (check one)

3. Approximate number of semester hours completed _____

PAST EXPERIENCE

4. Have you had any previous experience with database searching?

- None.
- Have taken a course or workshop with some online practice.
- Have taken a course or workshop with no online practice.
- Have taken the library's End-User Training Workshop.
- Other (explain) _____

5. If you have done some online searching, check the systems that you have had experience with:

- BRS (Full system)
- BRS/After Dark
- DIALOG (Full system)
- Knowledge Index
- SDC
- OCLC
- Other (list) _____

SYSTEMS USED TODAY

6a. Did you use **only** BRS/After Dark today? (check if yes)

Why did you choose BRS/After Dark? _____

6b. Did you use **only** Knowledge Index today? (check if yes)

Why did you choose Knowledge Index? _____

6c. Did you use **both** BRS/After Dark and Knowledge Index today?

(check one) After Dark Knowledge Index

Why? _____

End User Search Systems

DATABASES USED TODAY

7. Why did you choose the database(s) you used today? (check any)

- Chosen from previous searching experience.
- Chosen after reading documentation.
- Suggested by another person (colleague, professor, etc.)
- Suggested by Drexel librarian.
- Other (what?)_____

8. If you searched more than one database today, list those which were the best for finding articles on your topic?

GENERAL COMMENTS

4. Do you think you will do more of your own database searching in the future?_____

5. In general, how do you feel about the results of your search?

- Satisfied
- Somewhat satisfied
- Disappointed

6. If you were not completely satisfied, how do you think the search could have been improved?

7. How much would you be willing to pay for the search you just completed? (check one):

- Would not pay.
- \$0 to \$3
- \$4 to \$7
- \$8 to \$10
- \$11 to \$15
- \$15 to \$20

THANK YOU!

Appendix B

Time Online and Cost of Search Sessions

Searcher Number	Number of Databases Used	Hours Online	Cost
1	1	0.321	\$1.93
2	3	0.453	\$2.71
3	4	0.389	\$4.47
4	2	0.324	\$4.62
5	2	0.234	\$5.61
6	1	0.290	\$6.90
7	5	0.630	\$7.01
8	6	0.422	\$8.11
9	2	0.630	\$8.43
10	2	0.525	\$9.66
11	4	0.762	\$11.22
12	2	0.732	\$11.78
13	7	0.772	\$14.23
14	2	0.668	\$15.04
15	5	0.704	\$15.19
16	6	1.185	\$16.60
17	6	1.231	\$23.80
Total	60	10.272	\$167.310
Average		0.604	\$9.842

End User Search Systems

Appendix C

Time Online and Cost by Database Used

BRS/After Dark Searches

FILE	HRS ON	COST	FILE	HRS ON	COST
AHCI	0.042	\$0.60	INSP	0.143	\$2.15
BEBA	0.066	\$0.40	INSP	0.207	\$3.11
BIZZ	0.034	\$0.57	IRRI	0.051	\$0.30
BIZZ	0.054	\$1.38	MESH	0.128	\$2.82
BIZZ	0.325	\$10.08	MGMT	0.059	\$0.85
BIZZ	0.134	\$2.98	MGMT	0.08	\$1.12
BIZZ	0.097	\$4.34	MGMT	0.049	\$0.69
BIZZ	0.221	\$6.82	NOOZ	0.124	\$3.18
ERIC	0.315	\$1.89	NRIC	0.087	\$0.52
ERIC	0.321	\$1.93	NTIS	0.093	\$0.74
ERIC	0.231	\$1.38	NTIS	0.113	\$0.90
ERIC	0.202	\$1.20	PREV	0.026	\$0.57
ERIC	0.405	\$2.43	PSYC	0.028	\$0.40
ERIC	0.351	\$1.11	PSYC	0.217	\$2.95
ERIC	0.417	\$2.50	RBOT	0.087	\$1.64
ERIC	0.204	\$1.22	SSCI	0.294	\$8.28
ERIC	0.327	\$1.96	SSCI	0.111	\$2.10
INFO	0.358	\$5.37	SSCI	0.225	\$6.00
INFO	0.156	\$2.20	SSCI	0.251	\$7.92
INFO	0.343	\$4.96	SSCI	0.12	\$3.40
INFO	0.598	\$8.80	SSCI	0.101	\$2.02
INFO	0.299	\$4.26	Total	8.623	\$127.82
INFO	0.529	\$7.78	Average	0.196	\$2.91

Knowledge Index Searches

FILE	HRS ON	COST	FILE	HRS ON	COST
COMP1	0.061	\$1.46	CORP1	0.093	\$2.23
COMP2	0.016	\$0.40	CORP3	0.135	\$3.24
COMP3	0.29	\$6.90	ERIC	0.126	\$3.02
COMP3	0.136	\$3.25	ERIC	0.108	\$2.59
COMP3	0.075	\$1.80	GOVE2	0.033	\$0.79
COMP3	0.094	\$2.26	LEGAL	0.056	\$1.34
COMP4	0.123	\$2.95	Total	1.649	\$39.49
COMP4	0.076	\$1.82	Average	0.103	\$2.47
COMP4	0.096	\$2.30			
COMP4	0.131	\$3.14			

Appendix D

Time Online and Cost by Subject

Database	No. of Uses	Time Online (Hours)	Cost	
<i>Business</i>				
BIZZ	Trade & Industry Index	6	0.865	\$26.17
CORP1	Standard & Poor's News	1	0.093	\$2.23
CORP3	S & P's Corp. Descriptions	1	0.135	\$3.24
INFO	ABI/Inform	6	2.283	\$33.37
MGMT	Management Contents	3	0.188	\$2.66
<i>Education</i>				
BEBA	Bilingual Education Abstracts	1	0.066	\$0.40
ERIC	ERIC	11	3.007	\$21.23
<i>Science and Medicine</i>				
COMP2	Int'l Software Database	1	0.016	\$0.40
COMP3	Microcomputer Index	4	0.595	\$14.21
COMP4	Computer Database	4	0.426	\$10.21
INSP	INSPEC	3	0.411	\$6.72
MESH	Medlars	1	0.128	\$2.82
NTIS	Nat'l Technical Info. Service	2	0.206	\$1.64
RBOT	Robotics Information	1	0.087	\$1.64
PREV	Medicine & Psychology Previews	1	0.026	\$0.57
<i>Social Science and Humanities</i>				
AHCI	Arts & Humanities Citation Index	1	0.042	\$0.60
IRRI	Rehabilitation Research Information	1	0.051	\$0.30
LEGA1	Legal Resource Index	1	0.056	\$1.34
NRIC	National Rehabilitation Information Center	1	0.087	\$0.52
PSYC	Psychological Abstracts	2	0.245	\$3.35
SSCI	Social Science Citation Index	6	1.102	\$29.72

End User Search Systems

	Database	No. of Uses	Time Online (Hours)	Cost
GOVE1	GPO Publications Reference	1	0.033	\$0.79
<i>Reference Databases</i>				
NOOZ	National Newspaper Index	1	0.124	\$3.18
Total		60	10.272	\$167.31

Appendix E

Precision Ratio

<i>Database</i>	<i>No. of Uses</i>	<i>Cites Printed</i>	<i>Cites Used</i>	<i>Precision Ratio (%)</i>	
<i>Business</i>					
BIZZ	Trade & Industry Index	6	83	3	3.6
CORP1	Standard & Poor's News	1	2	0	0.0
CORP3	S & P's Corp. Descriptions	1	1	0	0.0
INFO	ABI/Inform	6	219	17	7.7
MGMT	Management Contents	3	8	0	0.0
<i>Education</i>					
BEBA	Bilingual Education Abstracts	1	3	0	0.0
ERIC	ERIC	11	294	23	7.8
<i>Science and Medicine</i>					
COMP2	International Software Database	1	0	0	0.0
COMP3	Microcomputer Index	4	136	7	5.1
COMP4	Computer Database	4	97	3	3.1
INSP	INSPEC	3	66	2	3.0
MESH	Medlars	1	20	0	0.0
NTIS	Nat'l Technical Info. Service	2	10	0	0.0
RBOT	Robotics Information	1	6	0	0.0
PREV	Medicine & Psychology Previews	1	0	0	0.0
<i>Social Science and Humanities</i>					
AHCI	Arts & Humanities Citation Index	1	0	0	0.0
IRRI	Rehabilitation Research Information	1	2	0	0.0
LEGA1	Legal Resource Index	1	2	0	0.0
NRIC	National Rehabilitation Information Center	1	12	1	8.3
PSYC	Psychological Abstracts	2	5	0	0.0
SSCI	Social Science Citation Index	6	70	2	2.9
GOVE1	GPO Publications Reference	1	1	0	0.0

End User Search System

<i>Database</i>	<i>No. of Uses</i>	<i>Cites Printed</i>	<i>Cites Used</i>	<i>Precision Ratio (%)</i>
-----------------	------------------------	--------------------------	-----------------------	--------------------------------

Reference Databases

NOOZ	National Newspaper Index	1	12	2	16.6
Total		60	1049	60	

AVERAGE PRECISION RATIO = CITES USED/DOCS RETRIEVED =
60/1049 = 5.7%

References

1. Tenopir, Carol. "Dialog's Knowledge Index and BRS/After Dark: Database Searching on Personal Computers." *Library Journal* 108(March 1983):471-74; Mader, Sharon, and Park, Elizabeth. "BRS/After Dark: A Review." *Reference Services Review* 13(Spring 1985):25-28; Janke, Richard V. "BRS/After Dark: The Birth of Online Self-Service." *Online* 7(Sept. 1983):12-29; Ojala, Marydee. "Knowledge Index: A Review." *Online* 7(Sept. 1983):31-34; and Kaplan, Robin. "Knowledge Index: A Review." *Database* 8(June 1985):122-28.
2. Nicholas, David, and Harman, Jennifer. "The End-User: An Assessment and Review of the Literature." *Social Science Information Studies* 5(Oct. 1985):173-84.
3. Janke, Richard V. "Online After Six: End User Searching Comes of Age." *Online* 8(Nov. 1984):15-29; and "Presearch Counseling for Client Searchers (End-Users)." *Online* 9(Sept. 1985):13-26.
4. Kirby, Martha, and Miller, Naomi. "Medline Searching on BRS Colleague: Search Success of Untrained End Users in a Medical School and Hospital." In *National Online Meeting Proceedings 1985* (Papers presented at the 6th National Online Meeting, 30 April-2 May 1985), compiled by Martha E. Williams and Thomas H. Hogan, pp. 255-63. Medford, N.J.: Learned Information, 1985; and Leipzig, Nancy, et al. "Experiences with End-User Searching at a Pharmaceutical Company." In *National Online Meeting Proceedings 1983* (Papers presented at the 4th National Online Meeting, 12-14 April 1983), compiled by Martha E. Williams and Thomas H. Hogan, pp. 352-63. Medford, N.J.: Learned Information, 1983.
5. Kirk, Cheryl L. "End-User Training at the Amoco Research Center." *Special Libraries* 77(Winter 1986):20-27; and O'Hara, Michael. "Should End-User Chemists Be Trained to Search Patent Databases?" In *National Online Meeting Proceedings 1986* (Papers presented at the 7th National Online Meeting, 6-8 May 1986), compiled by Martha E. Williams and Thomas H. Hogan, pp. 333-34. Medford, N.J.: Learned Information, 1986.
6. Vollaro, Alice J., and Hawkins, Donald T. "End-User Searching in a Large Technical Organization: A Case Study." In *Online '85 Conference Proceedings 1985* (Papers presented at the Online Conference, 4-6 Nov. 1985), pp. 290-93. Weston, Ohio: Online Inc., 1985.
7. Long, Kathleen. "End-User Searching—The Hewlett Packard Experience." In *Online '85 Conference Proceedings*, pp. 199-201.
8. Bodtke-Roberts, Alice. "Faculty End-User Searching of BIOSIS." In *National Online Meeting Proceedings 1983*, pp. 45-56; and Grotophorst, Clyde W. "Training University Faculty as End-Use Searchers: A CAI Approach." In *National Online Meeting Proceedings 1984* (Papers presented at the 5th National Online Meeting, 10-12 April 1984), compiled by Martha E. Williams and Thomas H. Hogan, pp. 77-82. Medford, N.J.: Learned Information, 1984.
9. Harman, Jennifer. "Reuters: A Survey of End-User Searching." *Aslib Proceedings* 38(Jan. 1986):35-42.
10. Elmore, Barbara. "End-User Searching in a Public Library." In *Online '85 Conference Proceedings*, pp. 98-101.
11. Kleiner, Jane P. "User Searching: A Public Access Approach to Search Helper." *RQ* 24(Summer 1985):442-51; Plaza, Joyce. "EasyNet Eases Undergrads into Online Searching." *Information Today* 2(July/Aug. 1985):34; and Ward, Sandra N., and Osequeda, Laura M. "Teaching University Student End-Users about Online Searching." *Science & Technology Libraries* 5(Fall 1984):17-31.
12. Janke, Richard V. "Online After Six at the University of Ottawa." In *Online '83 Conference Proceedings* (Papers presented at the Online Conference, 10-12 Oct. 1983), pp. 124-29. Weston, Ohio: Online, Inc., 1983.

End User Search Systems

13. Trzebiatowski, Elaine. "End User Study of BRS/After Dark." *RQ* 23(Summer 1984):446-50.
14. Mader, Sharon, and Park, Elizabeth H. "Recommendation to Continue the BRS/After Dark End User Search Service." Memphis State University, Tenn. (ED 252 215) 24 Aug. 1984.
15. Halperin, Michael, and Pagell, Ruth A. "Free 'Do-It-Yourself' Online Searching....What to Expect." *Online* 9(March 1985):82-84.
16. Friend, Linda. "Independence at the Terminal: Training Student End Users to Do Online Literature Searching." *Journal of Academic Librarianship* 11(July 1985):136-41.
17. Jaros, Joe, et al. "Subsidized End-User Searching in an Academic Library." In *National Online Meeting Proceedings 1986*, pp. 223-29.
18. Branch, Katherine. "Developing a Conceptual Framework for Teaching End User Searching." *Medical Reference Services Quarterly* 5(Spring 1986):71-76.
19. LaBorie, Tim, and Halperin, Michael. "The ERIC and LISA Databases: How the Sources of Library Science Literature Compare." *Database* 4(Sept. 1981):32-37.
20. LaBorie, Tim. "Databases for the Information Professional." In *National Online Meeting Proceedings 1981* (Papers presented at the National Online Meeting, 24-26 March 1981), compiled by Martha E. Williams and Thomas H. Hogan, pp. 321-29. Medford, N.J.: Learned Information, 1981.
21. Friend, "Independence at the Terminal," p. 137.
22. Halperin, and Pagell, "Free 'Do-It-Yourself' Searching," p. 84.
23. Mader, and Park, "Recommendation to Continue the BRS/After Dark," p. 10.
24. Jaros, et al., "Subsidized End-User Searching," p. 226.
25. LaBorie, "Databases for the Information Professional."
26. Lancaster, F. Wilfrid. "Precision and Recall." In *Encyclopedia of Library and Information Science*, edited by Allen Kent, et al., pp. 171-72. New York: Marcel Dekker, 1978.
27. LaBorie, and Halperin, "The ERIC and LISA Databases," p. 34.
28. Lancaster, "Precision and Recall," p. 178.
29. Plaza, Joyce. "Drexel Professor Studies Student Search Patterns." *Information Today* 3(Feb. 1986):17.
30. Kollmeier, Harold H., and Staudt, Kathleen Henderson. *Composition Students On-Line* (Microcomputing Working Paper Series). Philadelphia: Drexel University, Microcomputing Program, MWPS 84-f2, 1984, p. 6.

This Page Intentionally Left Blank

Our Image in the 1980s

NORMAN D. STEVENS

Introduction

THE ORIGINS OF THE library profession's cautious concern with its image are shrouded in mystery. Some unrevealed research shows that Petsis, a sublibrarian at Alexandria, complained to his superiors that the hieroglyph for librarian contained at least one element that suggested a certain, now undecipherable, inferiority that he felt was unwarranted. Alas, no action seems to have been taken to correct that tragic flaw and the ensuing centuries have seen librarians concerned with their image.

Perhaps it was the reinforcement provided by Melvil Dewey's infamous reference to the librarian as a "mouser in musty books" in the very first issue of the *American Library Journal* in 1876,¹ even though he clearly suggested that it was the image of a time past, a past that set American librarians on the path of self-destruction that has been pursued for well over 100 years. Periodically the furor subsides and we go about our business without the least concern about how we see ourselves and how others see us. The right things are said and we applaud. Then for some unknown reason the issue is revived by a new generation anxious to improve their status and prove themselves. The mid-1980s seem to be such a time as indicated by a spate of local and state library association meetings taking the image of librarianship as a theme. Can anything be done to lay this untoward concern with our outward appearance to rest once and for all? Probably not, and indeed we may not wish to do so. After all, there is only so much one can do with library automation to amuse and entertain the profession. If nothing

Norman D. Stevens is Director, The Molesworth Institute, Storrs, Connecticut.

else, our periodic obsession with image offers a rich opportunity for us to be entertained and—if we have the right spirit—to laugh at ourselves.

What Melvil began others continued. There are two alternative themes that we may choose from as we deal with the broad concept of our image. The first, which dates from 1907 when it was enunciated by Edmund Lester Pearson, holds that there is some unique intangible essence that sets a librarian apart and makes him or her instantly recognizable. The other, enunciated by Lawrence Clark Powell in 1962, is that there is among librarians a diversity of personality that makes each of us unique and indistinguishable from our fellow citizens. These contrasting themes are the yin and yang of the image of librarianship. The passive femininity of one and the active masculinity of the other should, without reference to the actual sex of those involved, certainly be regarded as an essential ingredient of the dichotomy and dilemma of our constant dillydallying over what is, after all, a minor aspect of our professional reality.

In his column "The Librarian" for 14 August 1907, Pearson clearly set forth the essence of the single image view of "Our Profession." In that column he wrote:

"We saw you on the train," said one of a group of librarians at Asheville, to another who had just been presented to them, "and we knew you were a librarian." "The effect of two nights on the sleeper," said the other, "I usually look healthy." Such a cynical reply opens a startling line of inquiry. Is there some particular look of weakness or ill health that marks librarians as a class? Some astigmatism, stoop of the shoulders, pallor of the complexion or general dustiness of appearance that labels us like one of our own books? That is a horrid idea, and one which we believe is without any real foundation.²

For at least the next fifty years the literature was rampant with the strangest assortment of pieces on the image of the librarian that one can imagine. The pros and cons of every conceivable aspect of the question were debated endlessly. Nasty presentations of librarians as little old ladies, especially by commercial advertisers, were vigorously attacked. Yet all too often the views expressed only served to reinforce the stereotype. They were singularly unique and only suggested that the image was wrong while offering few if any alternative suggestions as to the proper way of viewing librarians.

At last in 1962, Powell, whose views in many respects still remain those of a prophet crying in the wilderness of Arizona, wrote what should have been the definitive statement embracing pluralism. So powerful was his presentation that it should have laid the concept of singularity to rest once and for all. In his column, "On the Grindstone,"

Our Image in the 1980s

he wrote: "If I could have a captive national audience for an hour, to whom I was to portray the 'Librarian's Image,' I would parade...a hundred...disparate dazzlers, librarians all and all unlike, until total bewilderment was achieved and the audience admitted that the image exists not."³

Then for a time the almost constant concern with image vanished from our ken. We took the more healthy attitude of putting it into the perspective, which indeed it deserves, of being only one aspect—and largely an incidental aspect—of a larger sense of professionalism. Now the serpent rears its head once more. Speculating about why it has done so is pointless. Instead, let us examine, in an impressionistic fashion, how the three major national American library journals (*American Libraries*, *Library Journal*, and the *Wilson Library Bulletin*) have been presenting us and our image—directly and indirectly, advertently and inadvertently—in the 1980s. But before we do this we must examine—and dismiss—the strictures of Pauline Wilson over our right to do so. Poking fun at ourselves has become serious business. It can no longer be regarded as a natural right.

The Perils of Pauline

The Scrooge who would deprive us of the innocent pleasure, or the real anger, so often associated with almost any aspect of the image of the librarian is Pauline Wilson. In her otherwise useful—and in most respects definitive—study entitled *Stereotype and Status*, Ms. [is that now a part of our image?] Wilson offers some peculiar views on how to combat the worst evils connected with the examination of this ever-present question. Her quantitative analysis of journal articles, news items, and book chapters dealing with the stereotype of the librarian as depicted by members of our own profession in our own literature for the period from 1921 through 1978 has much to recommend it. She has done an excellent job of identifying, categorizing, and analyzing all of the relevant material. That information is valuable as well as entertaining. If only she had stopped there. Her conclusions leave a good deal to be desired especially when viewed from the perspective of a writer who wants to treat this serious subject with the levity that it deserves. Because of the overall quality of her analysis, we may be tempted to treat her recommendations seriously. Most troublesome is her peculiar recommendation on how best to combat our own bad habit of providing our own bad press. "A first step toward getting rid of the habit is to stop writing about the stereotype. Persons should not write about it unless they have something to say that will be helpful rather than hurtful."⁴

Egads! That schoolmarmish chastisement certainly says something about our image. Shh! Shh! Shh! Be quiet please! That also smacks of censorship. Is ALA to have a committee for the prevention of hurtful image presentations by librarians? Who is to decide what is helpful and what is hurtful? Are we to be lashed to the railroad tracks if Wilson should decide we are acting improperly? Sometimes librarians just want to have fun. Fortunately this is still a free country, and we have every right to ignore Wilson's fatuous advice. Still, writers should heed good advice. Perhaps then the solution lies in defining helpful and hurtful. Surely humor is always helpful. A lighthearted look at our image can do no harm. Shouldn't we simply laugh at our colleagues, just as we should laugh at the item in question, who, for want of concern with more important social issues, becomes outraged over the portrayal of the librarian in the Tears for Fears music video "Head Over Heels" as a mousy (shades of Melvil) unattractive female with glasses who is intimidated by a strange assortment of users in a fable without meaning? In his 14 August 1907 column, Edmund Lester Pearson commented on the badge by which one knows the librarian. He wrote: "As for the sex which in numbers predominates the profession we resolutely decline to be drawn into a discussion of that phase of the subject, other than to note their curious fondness for a pince-nez that is fastened to the hair by a small golden chain."⁵ Shouldn't we just treat that comment, as Pearson intended us to, as a joke? Even the many outrageous examples that Wilson cites now serve mainly to entertain. To be too serious about matters that don't deserve to be taken too seriously is a mistake. Goodbye Pauline. What follows is intended to be helpful and amusing. Make of it what you will.

An Idiosyncratic Impressionistic Analysis of the Recent Literature

Despite my making light of her recommendations, Wilson did do a careful and useful job of analyzing over fifty years of professional literature in an attempt to determine how librarians dealt with their image. At some point it may be useful for someone to extend her study backward and forward in time. It would be fascinating, for example, to be able to pin the blame on the very first American librarian to make negative comments in print about our image. It would also be useful to know whether the literature from 1978 to 1986 is different in any way than that from 1921 to 1978. Bringing Wilson's study forward in time would require real research. Such a study might be modeled after her study and involve content analysis, tabulations, and the like. It would

Our Image in the 1980s

certainly pick up where her study left off in mid-1978. It would continue, however, to be largely a reflection of the way in which individual librarians have dealt with the image question.

This author has had neither the time nor the inclination to undertake such a study. Besides, to a considerable degree, the image of the librarian in the professional literature in recent years is not so much a reflection of individual views of various authors but more a reflection of an editorial view of our image. If we look broadly at the contemporary professional library journals what image do they convey? Do they reflect the singular readily identifiable view suggested by Pearson or the pluralistic diverse view of Powell? Is there some message about our image that is being conveyed? An extensive study would look at those questions in terms of a wide range of national, regional, and state journals and newsletters. This impressionistic view examines only the three major national journals aimed at the general library audience—*American Libraries*, *Library Journal*, and *Wilson Library Bulletin*. They, after all, reach the widest total audience and are most likely to have an impact on helping us shape our view of ourselves. This idiosyncratic analysis consists only of a broad overview and some general observations based on what has been presented. It begins with 1 January 1980 and continues through June 1986. The dates were selected arbitrarily in order to keep the project to a manageable size but the dates do also reflect the theme of this issue of *Library Trends*.

This analysis reflects personal views only to a degree. Each of the three major journals has been edited by the same white male in the period selected for the study. In an effort to determine whether or not for each of those three journals there is either a broad written or unwritten editorial policy on the image question or the editors themselves have any sense of the image they have conveyed, a letter of inquiry was sent to them and subsequently a brief telephone interview was held. The results of those interviews have been incorporated into the analysis discussed later. So much for the preliminaries.

American Libraries

Throughout the 1980s, Art Plotnik, with considerable assistance from his crew at *American Libraries* and his readers, has almost inundated us with a wide variety of images—often wild and crazy—of the librarian and of information about and relevant to the image question. In typical Plotnikian fashion, there has been no stuffy analytical feature article on the subject but no lack of briefer messages in advertisements, cartoons, covers, features, letters to the editor, news items, photographs, and the like that deal directly and indirectly with what is clearly (one

might well think) the most important professional question of our time. There is so much that represents the image of the librarian in those six-and-a-half-years of *American Libraries* that were examined that it is simply impossible to deal with it all here. What follows then is a variety of aspects of *American Libraries'* views and visions of the librarian.

Apart from some passing references in several editorials to Plotnik's positive attitude and sense of humor that give a clue to his breezy and lighthearted approach to librarianship, two of his post-1980 editorials speak directly to his approach to the image issue. One 1982 editorial takes the form of a self-interview. He first admits that he does, indeed, take a positive view of librarianship in attempting to meet the challenge of presenting what is "decent, excellent, enduring, and beautiful." Later in that same editorial he asks himself about the possible elimination of our stereotype and replies that that is not likely to happen largely because people "get a chuckle out of stereotypes." He doesn't think that "users take the stereotype as seriously as we do."⁶ In a later 1982 editorial dealing specifically with several recent image goofs in the media to which the Public Information Office of ALA has responded, Plotnik takes a more serious view of the matter. He suggests that: "Among librarians with a sense of humor, the temptation is to laugh at these distortions and hope they'll go away before they hurt us. But they *have* already hurt us, and the old-maid image will endure until the last Carnegie-era memories have faded."⁷ On the basis of those two somewhat different views one might well ask if the real Art Plotnik would stand up. The pages of *American Libraries* reveal an Art Plotnik who appears to favor the former rather than the latter view. It is certainly clear that, under Plotnik, *American Libraries* embraced the Powellian view of librarians with fervor and presented the wildest assortment of librarians imaginable.

The very covers of *American Libraries*—except for that dismal period in 1981 and 1982 when they were devoted to portraying beautiful library buildings—speak to that diversity. Individual librarians and family groupings have been presented to show the librarian as the average person. The unashamedly yuppie wholesome white married couple, complete with smiling faces and matching sweaters, on the January 1986 cover so markedly presented that view that it, and the accompanying article on librarians as married couples, drew several protests from alternative lifestyle librarians.⁸ Fred Glazer as a cartoon Uncle Sam, a black-belted male librarian in a karate pose, a mob of librarians at an ALA conference fun run, and numerous other covers have offered diverse views of what the contemporary librarian looks

Our Image in the 1980s

like.⁹ Most telling of Plotnik's tolerance, if not admiration, for the stereotype is to be found on the April 1983 cover—the color photograph of a construction by Plotnik and Mary Phelan representing a modern day version of Arcimboldo's famous portrait of the librarian as a pile of books complete with books, glasses, and bookmarks to suggest a certain stereotype.¹⁰

We have all learned in library school, naturally, that you cannot judge a book—or even a magazine—by its cover, but that you need to examine its contents as well. The contents of *American Libraries* from January 1980 through June 1986 do tell us a good deal more than the covers and editorials do of Plotnik's conception of the contemporary librarian's image.

The inclusion in *American Libraries* of cartoons, and/or line drawings to accompany articles, has increased considerably in the past few years. These have provided a substantial opportunity to depict—and to poke fun at—our image. In many cases the cartoon characters consist of stick figures or crude drawings that hardly suggest any real picture of a librarian. There is no shortage of other cartoons which contain a predominance of female characters, age, clothing, glasses, hairstyles, and plainness that, individually and collectively, demonstrate the extent to which the stereotype persists even when the character is seated at a modern computer terminal. What we do may be up-to-date but what we are may not be. To some degree, especially by 1984, diversity creeps into the cartoons as odd accouterments such as earrings, fancy hairstyles, futuristic glasses, hiking boots, machine features, plaid shirts, etc. Even there, however, as in one of Gary Handman's wonderful cartoons, elements such as the stereotypical space creature as the stereotypical librarian with extended ears, a third eye, and a bow tie, sometimes surface.¹¹ The old somehow carries over into the new.

The many photographs that accompany articles offer a distinctly Powellian view to a greater degree than do the cartoons. Librarians in the photographs are shown in a variety of colors, nationalities, sexes, shapes, and sizes, and appear in a truly bewildering assortment of professional and nonprofessional activities, clothes, and informal and formal poses and postures.

One diverse assortment of candidate photographs for the ALA Council is accompanied by the telling note that “appearances, of course, are irrelevant to capacity.”¹² If we only truly believed that! In very few of the photographs, elements of the stereotype visibly persist. That is most true of those accompanying the few brief historical articles that ever find their way into *American Libraries* such as the one on early

ALA conferences that is enlivened by a picture of a group of librarians taken on a train en route to Waukesha in 1901. That picture, and others like it, suggest how Pearson's report and inquiry may have originated.¹³

Other odds and ends of written pieces occasionally deal with image and stereotype even if several of them must be discounted here as being redundant or as somehow creating a conflict of interest, since they were written by or relate to me and represent personal views. Most notable of those written pieces is my review of Pauline Wilson's *Stereotype and Status* where it is suggested that her all too serious look at image only helps to reinforce the stereotype. In that review I wrote that "the greatest advance we could make would be to totally ignore the fact that there is any kind of stereotype."¹⁴ That would hardly be any fun so I continue to choose to ignore my own advice.

One of the most revealing of other occasional pieces was the report by Mary Jo Lynch of the results of a 1985 opinion survey which demonstrated that 69.5 percent of the respondents to a questionnaire sent to a random sample (if such a thing is possible if the stereotype does indeed exist) of ALA members felt that improving the public image and the status of librarians was important and ranked it tenth in importance out of thirty-two items.¹⁵ Clearly others are also disregarding my advice about ignoring the stereotype!

Perhaps responding in some degree to that perception in an institutionalized fashion has been the appearance of a small boxed feature called simply "Image" edited by Edith McCormick in each issue of *American Libraries* since January 1985. That feature began as a long-awaited opportunity for librarians to call attention to the numerous stereotypical—and by implication unfair—portrayals of librarians that still appear in the public media and to vent their anger at the betrayal implicit in those depictions. As always the question is whether or not such a feature does more harm than good but all in all the first year was simply good clean fun. In January 1986 the scope of that feature was broadened to include positive portrayals of librarians by others. The American Floral Marketing Council, music videos, *People*, and *TV Guide*—among an assortment of villains—have been singled out for showing us with our glasses on a chain, our hair in a bun, wearing practical shoes, and "shhhshing" as we ask "which way to the Future Librarian's Club?"¹⁶ Billboards, editorials, and newspaper columns that praise us, emphasize glamour, and suggest that "librarians are just like everyone else" have been applauded in more recent columns.¹⁷ While there is now an attempt to provide a balance, the negative still tends to be cited and remarked upon more often than the positive which

Our Image in the 1980s

only suggests that perhaps that is what the many contributors are looking for and may even—in a masochistic fashion—prefer to find.

The regular “Library Life” segment in *American Libraries* contributes a somewhat different and more delightful view of us in our own world. Designed to emphasize the human aspects of contemporary librarianship in a practical setting, “Library Life” features short pieces on what we have been doing that is different and noteworthy. Here diversity clearly rules. Where else in our contemporary professional literature will we find depictions of the smiling compassionate librarian as a hug therapist or the Amazing Fully Booked Band of the Pasadena Public Library marching in the Doo Dah Parade?¹⁸

Another feature of *American Libraries* that deals with our image is the “Who We Are” series that appears sporadically. Originally that feature emphasized our external attributes in such wondrous tales as that of the life of a female technical services librarian in a public library who flies airplanes, runs, is a body builder, and has pet snakes.¹⁹ More recent versions of this feature have emphasized what we do in contrast to who we are in an effort to “define who we are as professionals”²⁰ and, in doing so, have had less to say directly about our image.

There are at least two aspects of the content of any professional journal which the editor does not necessarily exercise total control over and which reflect the views of others. One is the letters to the editor and the other is advertisements. The content of the journal presumably does have a direct effect on the content of the letters to the editor and the editor presumably does exercise some control over what letters are actually published. *American Libraries*, in the period under study, shows increased emphasis in the regular contents on the image question, especially since the start of the “Image” column in 1985 and that is clearly reflected in the letters. The number of such letters, which is much larger than what is to be found in *Library Journal* or the *Wilson Library Bulletin*, indicates both the extent to which *American Libraries* serves as *the* professional journal and the extent to which—directly and indirectly—the content and style of *American Libraries* has drawn attention to the question of image and stereotypes. It may even indicate in some peculiar fashion that the results of Lynch’s random sample of ALA members bear some relationship to what librarians are in fact concerned about.

In the period since January 1980, some thirty letters that deal in one fashion or another with the image question have been published—excluding a spate of correspondence on the relevance of the M.L.S. degree which addresses the question of our brains and not our looks.

Approximately two-thirds of those letters have been published since the start of the "Image" column in January 1985. Most, as one might inevitably expect, offer only the same old whining about our media image with only the occasional unusual twist and turn of thought, phrase, or potential solution. In 1980, Triolo insisted upon the "right of librarians to freedom from vocational defamation."²¹ Restrepo asked in 1982 if the root of our problem might not lay in "our failure to let people know what we are really like."²² Croft, a library school student, suggested in 1985 that the answer lies in certification and in the use of degree initials after our name²³ while in the same year Musico suggested that it is "about time we used our lobbying power to squash the image of media specialists as frumpy, boring, staid, and nonsexual."²⁴ The start of the "Image" column drew both negative and positive responses including McReynolds's attack on the very idea of the "Image" column. In endorsing Pauline Wilson's doctrine, she asked that *American Libraries* "spare your readers from these sad little diatribes about our image."²⁵ Only a few writers have taken the view that these are silly worries, that we protest too much, or that we show too little sense of humor. In 1985 Fairchild did have the audacity to suggest that "protestors have no appreciation of the status that is conferred when one is satirized in the comics."²⁶ In two cases Plotnik has been duly taken to task for allowing stereotypes of others, not librarians, to creep into the pages of *American Libraries*.²⁷ Two letters deserve mention because, without explicit reference, they do support Powell's doctrine and succinctly restate it. In defending the real image of librarians, Branch in 1983 pointed out that: "They come in all descriptions: enthusiastic, dull, fat, skinny, bespeckled [and bespectacled?], freckled, friendly, unfriendly, short, tall, dedicated, and not so dedicated."²⁸ Finally, the most elegant restatement of Powell's view was that of Sanders who simply wrote in 1985 that: "We're a diverse bunch. If we just all act ourselves, the oversimplification will dissolve into as many pieces as we have members."²⁹

Ads are quite another matter. The editor has no control over them and even the publisher, assuming they aren't libelous or in utterly bad taste, has little control over them. *American Libraries*, because of its audience and its approach to librarianship, carries a substantial number of ads intended to sell librarians goods and services. Between January 1980 and June 1986 there were slightly less than 100 ads in *American Libraries* in which the advertisers chose to depict librarians in some fashion. One would assume that since an advertiser is seeking to have the potential buyer identify with, or at least accept, her product that she

Our Image in the 1980s

would elect to use a portrayal of a librarian with which the audience might identify readily. Whether or not that is actually the case is a good question.

Only a few of the ads, which appeared in 1980 and 1981, used our old stereotype. Most notable is a 3M ad that appeared in the September 1980 issue, for example, which shows a librarian as an older white female with glasses.³⁰ More telling is a Library Binding Service ad in the March 1981 issue which shows a close-up of an older white woman wearing half glasses and actually holding a pencil to her lips!³¹

Some ads are just out-of-date enough to suggest the librarian as a fuddy-duddy who has not quite kept up with the times. That is most noticeable in a Science Press ad in the January 1982 issue which shows an older white male and an older white female both looking somewhat dowdyish.³² A Gaylord ad in the December 1985 issue portrays a youngish white female who somehow manages to convey the essence of a librarian from the 1960s.³³

A number of the advertisers have sought to avoid the problem of being tagged with using inappropriate representations by instead using, and naming, real people from either their own staff or satisfied customers. The best example of such ads is a 1983 and 1984 CLSI series headed decision-makers which portrays five different real live librarians. Of those, three are white males, one is a black male, and one is a white female. All are older, undoubtedly in deference to their role as administrators and decision-makers, and, on the whole, represent a diverse lot and hardly suggest a particular image and certainly not the old stereotype.³⁴ Where that stereotype emerged most vividly was in several ads that use actual historical photographs. The best example is found in three such ads, all in sepia, which Gaylord ran during 1983. One shows Melvil Dewey complete with thirteen of his straight-laced female students; one shows a dour Cutter probably pondering his rules; and the third shows Theresa Elmendorf as the first female president of ALA in 1911 with five white males.³⁵ Although probably intended simply as a reminder of our past, these pictures, and the way they are presented, certainly suggest the standard stereotype and highlight its probable origins.

Since early 1983 there has been a noticeable increase in the depiction of librarians in ads in *American Libraries* and, at the same time, the clear emergence of a strange new stereotype. No matter who the advertiser is, the same picture is presented. Just as librarianship is subtly merging with information science, so librarians—at least in these ads—are merging with information scientists or, more likely, with the average young upwardly mobile professional. This new stereotypical

librarian—who is more often and more vividly a female—seems to have first appeared in the September 1982 issue of *American Libraries*. In a Dun's Marketing Services ad one finds a happy young white female librarian with plain shoulder length hair. She is wearing a frilly white blouse, a skirt, and a mannish tailored jacket. Her glasses, which may be intended to serve as a carryover from our old stereotype, are not worn but are nearby on a table as though to suggest that they may be on the way out.³⁶ After that, numerous similar ads appear in rapid succession until, by mid-1986, they are found in almost every issue. Often, as in a September 1984 Institute for Scientific Information ad, a tie of some kind is added to the outfit.³⁷ The glasses seem to come and go but when they are present they are seldom worn. While in numbers, as is true in the profession, the fair sex predominates; the male is sometimes portrayed in these ads and he too always in the same fashion. In an Engineering Information ad in December 1983, he is depicted as a white male, wearing a suit, a white shirt, necktie, and carrying a pair of glasses.³⁸ There is remarkably little variation in either the female or the male representation. Only occasionally, as in a December 1985 OCLC ad, is anyone shown in an informal manner as is this white male with a beard, wearing a plaid shirt and no jacket.³⁹ We may be gradually losing one stereotype but we are certainly rapidly gaining another which is in many ways much less satisfactory especially because it leaves us indistinguishable from the members of other professions. Our old stereotype, especially in the classic female version, was unmistakably recognizable as a librarian at first glance. The new stereotype, whether female or male, may be a librarian, an information scientist, a computer engineer, or who knows what. One has to look carefully to find the glasses to be certain that it is, after all, a librarian and, therefore, somebody we can comfortably identify with.

While the image of the ads cannot, of course, be attributed to the editor, there appears to be some slight evidence that, under Art Plotnik's leadership, *American Libraries*, in other respects, is quietly moving, for better or for worse, toward that new more professional image. Certainly *American Libraries*—to a far greater degree than *Library Journal* or the *Wilson Library Bulletin*—consciously continues to emphasize the image of the librarian. In a telephone interview following up a letter of inquiry, Plotnik indicated that he does receive perhaps as many as three or four articles a year on the image of the librarian but that most of them are rejected. That is undoubtedly because of their poor quality and their inability to add anything new and/or positive to the question and not to any natural aversion on Plotnik's part. He did after all initiate the

Our Image in the 1980s

“Image” column specifically to deal with such matters. He noted, incidentally, that there has been some opposition to that column primarily from what could be characterized as the Wilsonian fringe of librarianship. Basically Plotnik indicated that in portraying librarians he seeks to show us as well-rounded humans and attempts to use, all else being equal, role models that will make us feel good about ourselves.

That positive approach is important to him even though he is pessimistic about ever substantially changing the image of the librarian. Plotnik feels that it is essential to attempt to alter and improve our image for some very basic reasons. Our image, he argues, is how we are perceived and how we are perceived is the reality of who we are. Until we are somehow perceived as we want to be, we haven’t done enough to improve our situation. That improvement, it follows, is essential in respect to such important matters as status and salary. Nobody is likely to pay our old stereotype adequately. Plotnik also feels that we live in an age of image and that a bad image leads to bad treatment. We are, he would argue, what we look like.⁴⁰ All of that is clearly reflected in the content of *American Libraries*, especially in the past couple of years. It should be noted, however, that Plotnik’s sense that people do get a chuckle from stereotypes has not totally disappeared. From time to time the old image may crop up in amusing and entertaining ways. It should be noted that there is such a Powellian diversity of images presented that the reader is left to develop his or her own idea of image and his or her own sense of the image message being conveyed by *American Libraries*.

Library Journal

Throughout the 1980s *Library Journal*, under John Berry’s editorship, has paid scant attention—either directly or indirectly—to the librarian’s image. It is as though the question did not exist and almost as though librarians are not people. The value and place of books in the library remains, as it has for years, a dominant theme of *Library Journal*. In the past few years an added emphasis on the applications of technology in libraries has emerged. In the treatment of books, authors are sometimes presented as people, as in the regular coverage of new authors. In the case of technology, however, it is almost as if the people behind the technology do not exist. Another emphasis of *Library Journal* during this period has been on library news including not only regular brief news notices but also regular coverage of library events of each year and regular reporting on a variety of library conferences and meetings. In each of those areas, the emphasis is predominantly on facts, figures, and events but seldom on the people involved. As a journal that

concentrates, to some degree, on library news reporting, *Library Journal* has a reputation—which an examination of its portrayal of the image of the librarian appears to confirm—of depicting the downside of librarianship. There is certainly little in its pages to convey the image of librarians as vibrant human beings.

In the 15 January 1980 issue of *Library Journal*, Berry dealt with his editorial policy in general terms noting that it was his intent that “no fact, no event, no interpretation, no opinion...[be] left without a forum in which it is brought before the entire profession.”⁴¹ With a few exceptions the image of the librarian has not been in any way a regular feature of that forum. Indeed in only one editorial, in July 1985, did Berry touch directly on the image question. In the editorial, in lamenting the fact that public librarianship was no longer in fashion, he attributed this to a lack of emphasis on the challenges and rewards of that component of the profession. He cited a recent program of the Public Library Association as being uninspiring and cited in particular one segment of that program on fashion which he characterized “a phony ‘dress for success’” program that conveyed the wrong message.⁴²

That overall lack of interest in the image question is revealed throughout the contents of *Library Journal*. In the entire period reviewed, for example, only one of a substantial quantity of news items dealt with it. That was a short item on a complaint sent to CBS by the Newspaper Division of the Special Libraries Association in response to the depiction of a newspaper librarian on the “Lou Grant Show” as “inept or bumbling.”⁴³

In general, news coverage and stories about library conferences and other events are accompanied by various black and white photographs depicting some of the people involved. Almost all are candid photographs that represent, in one sense, a mixed and diverse assortment of people; but for some unknown reason they all seem to have a bland sameness. Of the people pictured in relatively formal activities and settings it is a somewhat dreary lot for the most part—plain pictures of plain people.

Much of that sense of plainness is conveyed by the covers of *Library Journal* when those covers depict librarians. The covers more typically emphasize books, aspects of librarianship other than people, and often things that have nothing to do with the field at all. In the entire six-and-a-half-year period there are only nine covers which feature librarians or representations of librarians. Three such covers are photographs or representations of a group of librarians at a national conference. In each of those there is a mixed assortment of individuals, largely

Our Image in the 1980s

in formalized settings, totaling thirty-eight librarians in all, but they are an uninspiring lot.⁴⁴ Five of the covers are cartoon representations of librarians that present an intriguing if dismal picture. Those representations are of plain people. None are the familiar old stereotype but none present a positive image. Typical is the 15 April 1982 cover which pictures a beleaguered plain white female librarian of uncertain age at an information desk; she has stringy hair and is wearing a blouse, skirt, and the usual plain shoes. Her expression and overall appearance are definitely intended to portray the hazards of librarianship. The 1 September 1981 and 1 November 1982 cartoon covers depict faceless librarians.⁴⁵ In startling contrast, because it is so unlike any other *Library Journal* cover, is the 1 January 1982 cover which depicts a slight, but muscular, youngish white female runner who, it turns out, is a media librarian and the author of the feature article in that issue.⁴⁶

Only four feature articles in this period shed any light on the image question and only three deal with it directly. In a 1981 article, "Priorities for ALA" reports on a survey of the ALA members, the council, and the executive board about how much importance the American Library Association should give to particular topics; there is no suggestion that the status and image of the librarian is of any concern.⁴⁷ That is quite different from the 1985 survey cited earlier which gave image a high priority. The difference may be a factor of the way questions were posed, but it may also reflect an emphasis on a different agenda.

In the middle of the period examined, *Library Journal* began a regular series "How Do You Manage" that presented fictional case studies of a particular library management issue which typically involved handling staff with responses in each case from several librarians indicating how they would deal with the issue. The entire series, in some amusing ways, depicts the personality of librarians and suggests a great deal about our image, but only one study is directly relevant to the issue at hand. A 1983 case, "Librarians Do It in the Stacks," discusses the incident of a popular young male young adult services librarian who wears a button to work with that suggestive slogan. The complaints that are received and the damage that wearing such a button does to the image of the librarian and the library are at issue. Two of the three librarians responding to the case study suggest that the librarian is a role model and that he should somehow be told, or persuaded, to mend his ways and cease wearing such an offensive button. Only the last respondent suggests the possibility of proceeding with caution.⁴⁸ One has to ask if such an act is such a big issue. Does wearing such a button or worrying about one who wears it say more about our image?

A 1984 feature article, "Winston the Librarian," is a discussion of Orwell's *1984* and begins with a sad lament about Orwell's depiction of a public librarian in an earlier novel of his, *Keep the Aspидistra Flying*, as an "infamous stereotype in an incarnation more pure than Marian the librarian herself." That image is then related to the bureaucratic image of the characters of *1984* including Winston Smith who is seen as a librarian. The main thrust of the article is a discussion of the professional role of the librarian and/or information specialist of the future in contrast to the role that Winston Smith plays in *1984*. Orwell's bleak image of the librarian, which is no bleaker than his image of others, is happily not mentioned again.⁴⁹

Strangely enough, given Berry's apparent lack of interest in the subject, the only article which specifically deals with the image of the librarian in any of the three major national professional journals during this period appeared in *Library Journal*. The fact that only one such article has appeared in six-and-a-half-years tells us that the image is either not of major concern to librarians or that those who write about the image seldom produce publishable articles.

Rosalee McReynolds's "A Heritage Dismissed" in the 1 November 1985 issue of *Library Journal* suggests that the latter may be the case. Ostensibly an article on the depiction of librarians in American popular culture from 1876 to 1950, her article is, in fact, a mixture of at least three themes. First there is a mention of the attitude of librarians at the turn of the century toward the image including a reference to Edmund Lester Pearson's suggestion that novelists tended to present "preposterous caricatures" of librarians. Next there is some discussion of the image as presented in a personal and random selection of novels, advertisements, magazine covers, movies, plays, and the like. Finally, in her attempt to tie all of that together and make some sense out of it, McReynolds offers a complex argument about professional attitudes toward the role of women—and especially older women—in librarianship. Her conclusion is that, by the mid-1930s, librarians as a profession had developed "chagrin over the stereotype of the middle-aged spinster. In their crusade to disavow this image, librarians, male and female, betrayed a belief that there was something distasteful about women growing old, being plain, never marrying. It may not have been a concept that librarians invented, but the zeal with which they embraced it surely hindered the profession and the women in it."⁵⁰ Unfortunately her entire argument is pure speculation, and McReynolds presents little concrete evidence to support her view. Her article is consistently tinged with speculation about the motives of librarians in dealing with the issue of the image as

Our Image in the 1980s

it has been presented in popular culture. It is entertaining but it is no more relevant to our real concerns with the issue than all of Pauline Wilson's admonitions. It is a splendid example of the kind of article that might not have been published if Berry had only taken Wilson's admonitions to heart.

Perhaps because it was so difficult to comprehend, that article brought no published letters to the editor. Indeed, but not surprisingly, throughout the 1980s *Library Journal* has published only a very few letters on the image question. The infamous Miss Piggy poster brought a letter in 1981 from Cohn who deplored it as "hardly representational of today's woman in the profession."⁵¹ One would hope not! Her letter in turn brought a brief response from Benck who deplored our and Cohn's loss of a sense of humor.⁵² In response to an article about burnout among librarians, in 1983 Horvath suggested that the fact that "the old maid image hangs on" only complicates, in some inexplicable fashion, the question of burnout.⁵³ Is it perhaps that the stereotypical librarian has so much character and strength that we cannot imagine such a person experiencing burnout? A letter from Miller in 1985 complains about a couple of incidental illustrations to an article as fitting the stereotype too well.⁵⁴ Finally, Berry's infamous editorial on dressing for success brought a spirited defense from another Miller who argued that "since perception often supplants reality, the librarian whose appearance is professional is usually regarded as being more professional, and the library in which one works can take its rightful place among the vast array of information providers."⁵⁵ Heady stuff. Just think what a new image, or even a new suit, might do for us.

Berry's limited concern with image is also demonstrated by the fact that he published only the briefest of reviews of Pauline Wilson's landmark *Stereotype and Status*. In that review, Blake observed that Wilson offered little explanation as to why society regards librarians as unimportant thus advancing her own social concerns and ignoring what Wilson had set out to do.⁵⁶

On direct evidence then, it is clear that *Library Journal* has not paid a great deal of attention to our image. The photographs and illustrations that accompany its articles and stories are not numerous but do convey a definite impression. As has already been suggested, the actual photographs that accompany articles and stories have presented a rather staid and bland image of the professional librarian. The cartoons and/or line drawings that have accompanied articles in *Library Journal* are not, in most respects, very different. A casual examination of some fourteen different illustrations in the period under study suggests that

Library Journal does tend to take a somewhat bleak view of librarianship since in most cases those illustrations show unhappy rather than cheerful librarians. In those fourteen examples, eight white male and thirteen white female librarians are depicted. All of the men are wearing shirts, ties, and jackets, and two wear glasses. Of the thirteen women, nine are wearing a white blouse, ten have short straight hair, and four wear glasses. They are all a plain lot who suggest—even if they do not exactly represent—the same old stereotype. They surely do not present any diversity.

To an even greater degree than in *American Libraries*, where the image of the librarian is now featured in various forums, or in the *Wilson Library Bulletin*, which ignores the image question and carries few ads, it is the image presented in the ads in *Library Journal* which otherwise pays limited attention to the whole matter of what we look like. It should be noted again that the editor has no control over the ads and that the advertiser presumably wants to offer a representation of the librarian with which we will all readily identify. The approach is the same; there is substantial duplication, and the conclusions to be drawn are the same as in and from the ads in *American Libraries*.

Overall, given its emphasis on books, it is not surprising and must be noted that the vast majority of the ads in *Library Journal* are for books. Those are straightforward ads which seldom, if ever, feature librarians. There are various products and services for libraries and librarians that do tend to favor depictions of librarians as a part of their sales pitch presumably, as has been suggested, on the notion that a potential buyer might identify with the image presented. In the period from January 1980 through June 1986 there were approximately 140 ads in *Library Journal* which depicted librarians, imaginary or real, in some fashion. If one discounts the 1983 Gaylord ads—which are the same as those appearing in *American Libraries* and *Wilson Library Bulletin*—that featured sepia photographs of Cutter, Dewey, and Elmendorf, the old stereotype is seldom evident.⁵⁷ The few Gaylord ads—which also appeared in *American Libraries* and the *Wilson Library Bulletin*—that portray contemporary white female librarians who still somehow look as though they come from the late 1950s and that hint at the stereotype are one exception.⁵⁸ The other notable exceptions are in a few parodies—such as a BRS ad in 1980 depicting the female librarian as a bag lady⁵⁹—that make deliberate use of that image. A substantial number of the ads use living contemporary librarians in real life settings. Many, such as the CLSI series, are the same as those in *American Libraries*.⁶⁰ All present a clean-cut professional librarian,

Our Image in the 1980s

usually white who, in his/her plainness and sameness, is indistinguishable from any other professional.

That image, and the emerging new stereotype, is even more evident in those ads which utilize models as librarians. There, with extremely few exceptions, the image presented is of two librarians. One is a young attractive white female with short straight dark hair. She may wear, or carry, glasses, perhaps as a symbol of her link with the past but is more likely to wear pearls. She is invariably wearing a white blouse—perhaps with a mannish tie of some kind—and a jacket. The other is a handsome young white male wearing a white shirt, tie, and suit. Librarians, or at least information scientists, are now, it would seem, the usual attractive young white professional who is dressed for success and is obviously successful. The old image at least set us apart.

In an odd way, given those ads and the new image that is subtly emerging, Berry, in a telephone conversation, reflected somewhat the views of McReynolds. He feels that there is no need for us to cast aspersions on what librarians may look like and that, in particular, there is nothing wrong with the librarian as an unmarried older woman. Berry suggests, as his editorial reflected, that a concern with dressing for success is self-defeating since it places greater emphasis on costume and cosmetics than on the substance of librarianship. The effectiveness and efficiency of library service, which remains a real bargain, is more important, Berry argues, than a gnashing of teeth over what we look like or how we are depicted. There is, after all, nothing wrong in looking like the people we serve and representing the same kind of diversity among librarians as is found among patrons. Finally, Berry noted that *Library Journal*, under his editorship, has not given a great deal of attention to the image question. He feels that expressions of concern tend to have a negative rather than a positive impact thus reflecting—although he did not cite—Wilson's attitude.⁶¹ All of those views, with the clear exception of his points on diversity that are not born out in the illustrations and photographs that appear in *Library Journal*, are largely an accurate reflection of the image of the librarian as it is presented in *Library Journal*.

Wilson Library Bulletin

For Milo Nelson—who has served as the editor of the *Wilson Library Bulletin* throughout the 1980s—and his editorial staff, it clearly appears, judging from the contents of that journal in the 1980s, as though the image question of the librarian is not a major issue of our time. The direct coverage has been minimal. There have been no feature

articles on the subject, no news stories, no suggestion that ALA and other conferences may have had programs on this topic, and only occasional mention in columns and stories of the image and our old-fashioned stereotype. One significant editorial in the June 1981 issue, which helps explain this absence of coverage, is the most extensive direct reference to the image question. Overall, the indirect evidence tells us a good deal more about the vision of the librarian than the *Wilson Library Bulletin* projects than does the direct evidence.

The direct evidence is so slight that the following discussion covers almost every appropriate reference that has appeared in the *Wilson Library Bulletin* in the past six-and-a-half years. In a feature article in the February 1983 issue on a city official directly responsible for the supervision of a California public library, he is quoted as saying that, "many librarians still have a turn-of-the-century self-image."⁶² It, of course, promptly drew one published letter of complaint.⁶³ In his column "Dateline Washington" in the September 1985 issue, Dale Nelson, a regular columnist, described, but did not comment upon, protests from local librarians on a story in the *Washington Post* on an attempt by the District of Columbia Public Library to recover overdue books that was illustrated with a librarian in a high-necked Victorian dress with her hair in a bun and how the *Post* had compounded the error by publishing two of the letters under the headline "Shh! Be Nice to Librarians."⁶⁴ That note brought one letter from a Virginia librarian defending the *Washington Post* primarily because of its generous gift to her library.⁶⁵

In my column "Our Profession," which began in September 1982 and reviews the current professional literature, there have been two references to appropriate titles. In the review of Janette S. Caputo's *The Assertive Librarian* in a November 1984 column, I made some self-deprecating references to shy librarians.⁶⁶ In March 1985 I gave a mixed review of "*Shhh*" *Is a Four Letter Word*, a book of cartoons by Andy Gibbons and Jeanne Nelson. The book relies heavily on stereotypical portrayals of librarians and jokes based on our image.⁶⁷

By far the most frequent references to our image have appeared in Will Manley's column "Facing the Public" since its appearance in January 1981. That is not surprising since Manley, a conservative, is a throwback to an earlier age of librarianship and tends to discuss issues, such as the role of the public library in circulating nonbook materials, that were popular in the early 1900s when our image was also a more widely discussed issue. To Manley's credit he has not yet addressed the image issue as the main theme of his column (although he probably will

Our Image in the 1980s

one of these days). He has, rather, on several occasions, used it as a lead in to the topic that he is discussing. On five separate occasions Manley has commented directly on the image of the librarian. Two of those references, one to Fred Glazer's peculiar clothing and manner⁶⁸ and the other to the reaction of an airplane seat companion who discovers Manley is a librarian,⁶⁹ are truly incidental. On three other occasions he has referred to the image in terms of: "little old ladies with pencils sticking out of our hair buns";⁷⁰ "walk[ing] into that great land of 'Sssshhhhh' and whisper[ing] your troubles to that stern, bespectacled woman at the desk";⁷¹ and the "little old lady with the bun, the shawl, the wire specs, and the pencils sticking out of her hair."⁷² In point of fact, even with those references (the second of which is actually a quotation from a Phoenix newspaper) Manley is rejecting the image but uses it to make a point of the need to project a more positive attitude and image.

Those few direct references to the librarian's image are not surprising when viewed in relationship to Nelson's editorial "Miss Piggy Unjustly Upbraided" which is the only piece in the *Wilson Library Bulletin* in the entire period that is devoted entirely to image. The editorial was prompted by a complaint by librarians about a National Library week poster with Miss Piggy, the famous Muppet, portrayed as the once typical librarian. Nelson took a wholesome approach by suggesting that, both in terms of our own self-conscious concerns and our tendency to protest negative images in the media, we have perhaps at last begun to put those issues behind us. His two concluding paragraphs state a positive Powellian view of our present universe:

The once popular image of librarians as brittle custodians sitting at desks with spindles and pots of glue was never meant to be malicious. We are freed from that perception every time the public visits a modern American library. We are now at that desirable point where the public itself is willing to make fun of the image we were once assigned. It might be the moment, at last, to cease brooding about the past and to stop challenging ourselves to conjure up injustices in the present.⁷³

A respectable and worthy view and one, in a manner not often common among editorial writers, that the *Wilson Library Bulletin* has definitely put into practice.

Sometimes, however, what we say we mean may not be precisely the message conveyed and after all, as every schoolchild knows, the message is in the medium. Apart, then, from looking at what the exact content of the *Wilson Library Bulletin* says about image, there is the question of the other ways in which it conveys something about us. There are only a

few negative images offered in the six-and-a-half-year period not all of which can be blamed solely on the editor. Typically the covers of the *Wilson Library Bulletin* are (and have been since before 1980) sophisticated artsy color photographs that have absolutely nothing to do with librarianship. My long-awaited analytical exposé of the covers of library journals will, when it finally appears, examine that matter in the depth it deserves. Only on the rarest of occasions, as in May 1984, does the cover in any way suggest that this is a library journal. That particular cover is a cartoon which portrays a white, middle-aged male with glasses and a sweater being particularly obnoxious to Alice, from Wonderland, about her overdue books. It is clearly a stereotypical portrait and, in any case, is not especially funny.⁷⁴ Beyond that there are several questionable ads but presumably editors are not likely to reject ads because of the image of librarians presented. A black and white ad for the H.W. Wilson Company in the April 1983 issue includes a photograph of old HWW himself and another of the early female staff of the *Cumulative Book Index* all looking properly plain and librarianish.⁷⁵ Gaylord seems to be the chief offender. Its black and white interior ads of January and April 1983 include a photograph of a stern Melvil Dui and a small group of his dour and plain female library school students.⁷⁶ In one back cover full-color ad in November 1985, and another in February and March 1986, Gaylord uses a contemporary female librarian in a library setting to extol its products. While both of the women are attractive, they are somehow just not quite attractive enough to be anything but librarians.⁷⁷ Scattered through the six-and-a-half-year period are a variety of cartoons most of which are in keeping with the tenor of Nelson's June 1981 editorial. A couple of dubious drawings accompanying an article in the May 1983 issue show a back view of a female librarian in such a way that her long hair, glasses, and dress clearly indicate that she is indeed a librarian.⁷⁸

Throughout the period, the pictures of librarians used to accompany features, stories, or the news of appointments present a wholesome diversity. The frequent feature stories on librarians themselves and on library and library-related institutions and organizations contain only strong positive images of individual librarians. They include, for example, extremely few references to such things as individual physical characteristics. The layout, the presentation of material, the quality of the writing all convey a positive image of librarianship.

That, in large measure, is undoubtedly directly attributable to a conscious editorial policy. Nelson indicated, in a telephone conversation following up a letter of inquiry on the subject, that when he became

Our Image in the 1980s

editor of the *Wilson Library Bulletin* he decided he would not publish articles on the image of the librarian nor feature items that dealt with that issue. It was, he suggested, almost the last subject he wanted to deal with in any way since he had always personally suffered undue agony while reading the numerous tortuous articles on the subject that have been published over the years in the professional literature. Initially he received about six articles a year on image but now—perhaps because somehow the word got out—he receives relatively few. They still all go back to the author marked as unacceptable. Nelson was, and remains, an adherent of Wilson's admonishment and if he can't say nothing nice he doesn't say nothing at all. Nelson recalls clearly his 1981 editorial and indicated that, because of the basic editorial decision he had made about dealing with the image question, he gave considerable thought to writing and publishing that particular editorial.⁷⁹

Clearly Nelson has accomplished what he set out to do in regard to the treatment of the image of the librarian as presented in the *Wilson Library Bulletin*. That does undoubtedly contribute to the somewhat too staid and stodgy image of the *Wilson Library Bulletin*. More levity at the expense of our image might not be amiss and would still be within the bounds of Nelson's pronounced editorial view on the subject.

Envoy

What, then, are we to make of all of this? Has the conflict between Pearson and Powell been resolved at last? Do we have an image which we can be proud of or at least one which we can accept? Have we decided how to deal with all of this? The answers, unfortunately, are not entirely clear.

Although, in any direct fashion, the question of our image has been fairly consistently ignored by *Library Journal* and the *Wilson Library Bulletin* throughout the 1980s, there is no doubt but that, as an issue, it is alive and well. That is demonstrated by Lynch's survey as well as by the coverage, and also the response to that coverage, of the image in *American Libraries*. It is also demonstrated by the resurgence of interest in our image as a theme or topic for local and state library association meetings such as the 1986 Louisiana Library Association meeting whose theme was "Image Busters."

On the whole the positive Powellian view of diversity now prevails. Only lingering remnants of the old Pearsonian view of distinctiveness remain and these, at last, have begun to fade at least in terms of our own presentations. The old stereotype lingers in some strange ways both within our journals as well as in the popular culture. Recent featured

appearances of the old-fashioned librarian on the Kellogg's corn flakes box and a Garbage Pail Kids card show just how enduring and endearing our old image is. The diversity of librarians is best presented in *American Libraries* in large measure as a result of a conscious editorial decision on how to present "Our Profession" to ourselves. There, librarians in all shapes and sizes regularly appear in a wide variety of activities and poses. That diversity is much less evident in *Library Journal* and the *Wilson Library Bulletin* where the image, while consciously ignored, is unconsciously presented in a bland and plain manner.

Most distressing is the quiet emergence of the new stereotype which represents the librarian as the contemporary professional lacking all distinction. Most noticeable in the ads in *American Libraries* and *Library Journal*, where it first appeared in 1983, is that new image which destroys the diversity that Powell promoted without retaining any of the distinction that Pearson noted. Although not yet dominant other than in those ads, the image frequently portrayed in the photographs that accompany articles and news stories in *Library Journal* and the *Wilson Library Bulletin* have begun to move in that direction. It would be unfortunate to eliminate—or lose—a distinctive stereotype only to become merged with a nondistinctive one. In another twenty years will we be able to look at a depiction or description of a librarian and realize that that is who is being portrayed?

We have not yet formally adopted the Wilsonian view which calls for us to deliberately ignore the question of our image unless we have something useful to say about it. To some degree *Library Journal* and the *Wilson Library Bulletin* have adopted that view but, fortunately, even in those journals the question rears its head from time to time and, even more fortunately, *American Libraries* continues to tackle the issue head on. In doing so it strikes a responsive note from its readers. There is still, one senses, no clear idea of how best to respond to the question of our image especially in respect to images based on the old stereotype, or which otherwise in an unflattering manner portray—if not betray—librarians as something less than the kind and caring professionals with a true interest in service to the public which we all are. Responses include anger, frustration, acceptance, rejection, protest, boycott, hurt, humor, and sometimes even delight. The variety of responses is as diverse as our image and the reality of our appearance.

What, if anything, is to be made of all this? Not much. The old image persists even as a new—and even less desirable—image emerges. Different presentations are made and different responses to those presentations are forthcoming. Pearson and Powell exist side by side while Wilson lurks in the background, her finger poised at her pursed lips.

Our Image in the 1980s

The interest in, and attention paid to, this question varies from journal to journal and from time to time. As a profession we are no closer to any resolution of how to deal with this most important and vexatious of all professional questions than we were in 1876, 1907, or 1962. The issue of our image will persist and will undoubtedly be no closer to resolution in another decade or two than it is now. We will simply have a more extensive body of folklore and literature to deal with. We should certainly hope that will be the case. To lose an issue that for so long has furnished our profession with so much anger, concern, enjoyment, and laughter—especially if it should come about as a result of the loss of identity threatened by the new stereotype—truly would be a shame.

ACKNOWLEDGMENT

This article was suggested by the late Hugh Atkinson shortly after a chance encounter with him at the Louisiana Library Association meeting in March 1986. It is dedicated to the fond memory of that "disparate dazzler" who displayed several different professional images. I recall how he often appeared at one session of a meeting in a business suit and at another in his motorcycle outfit complete with an outrageous t-shirt. He was always—as we should always be—simply himself.

References

1. Dewey, Melvil. "Commentary." *American Library Journal* 1(30 Sept. 1876):6.
2. Pearson, Edmund Lester. *The Librarian: Selections from the Column of That Name*. Metuchen, N.J.: Scarecrow Press, 1976, p. 25.
3. Powell, Lawrence Clark. "On the Grindstone." *Library Journal* 87(March 1962):938.
4. Wilson, Pauline. *Stereotype and Status: Librarians in the United States*. Westport, Conn.: Greenwood Press, 1982, p. 186.
5. Pearson, *The Librarian*, pp. 25-26.
6. Plotnik, Arthur. "75 Years' and Two Cents' Worth." *American Libraries* 13(Jan. 1982):8-10.
7. _____. "Librarians: Just a Bunch of Lonely Bananas." *American Libraries* 13(Oct. 1982):557.
8. "Marryin' the Librarian." *American Libraries* 17(Jan. 1986):16-23.
9. *American Libraries* 15(March 1984); 15(Nov. 1985); 15(July/Aug. 1984).
10. *American Libraries* 14(April 1983); see also Stevens, Norman D. "Norman-boldo." *American Libraries* 14(June 1983):352.
11. Handman, Gary. [Cartoon] 16(May 1985):301.
12. "Candidates for ALA Council." *American Libraries* 12(April 1981):214.
13. Sullivan, Peggy. "Chugging to Conference the ALA Way." *American Libraries* 12(Feb. 1981):92.
14. Stevens, Norman D. "Living with our Face." *American Libraries* 14(April 1983):190-91.

NORMAN STEVENS

15. Lynch, Mary Jo. "1985 ALA Member Opinion Survey." *American Libraries* 17(May 1986):364-65.
16. See in sequence "Image." *American Libraries* 16(April 1985):261; 16(Feb. 1985):79; 16(March 1985):145; 16(Jan. 1985):7.
17. See in sequence "Image: How They're Seeing Us." *American Libraries* 17(March 1986):161; 17(Feb. 1986):94; 17(May 1986):303.
18. "Library Life." *American Libraries* 13(March 1982):166-67.
19. "Who Are We." *American Libraries* 16(Sept. 1985):593.
20. "AL Seeks Interviews and Profiles." *American Libraries* 16(March 1985):183.
21. Triolo, Victor A. "Put-down of Oafish Librarian." *American Libraries* 11(April 1980):255.
22. Restrepo, Fabio. "TV Quiz Show Pommels Image." *American Libraries* 13(April 1982):227.
23. Croft, Peggy. "Initial Solution to Image Problem." *American Libraries* 16(Jan. 1985):15.
24. Musico, V.A. "Image Squashing in the High School." *American Libraries* 16(March 1985):150.
25. McReynolds, Rosalee. "Negative 'Image'." *American Libraries* 16(April 1985):213.
26. Fairchild, Connie. "Comics' Satire Confers Status." *American Libraries* 16(Oct. 1985):622.
27. Sifuentes, Octavio A. "'Bandito' Image in AL." *American Libraries* 16(June 1985):378; and Knutson, Gunnar. "Cartoon Causes Concern." *American Libraries* 16(July/Aug. 1985):470.
28. Branch, Muriel M. "Yes, Virginia There *Are* Librarians." *American Libraries* 14(June 1983):352.
29. Sanders, William D. "We're All Guilty of Stereotyping." *American Libraries* 16(Dec. 1985):764.
30. [Advertisement]. *American Libraries* 11(Sept. 1980):467.
31. [Advertisement]. *American Libraries* 12(March 1981):165.
32. [Advertisement]. *American Libraries* 13(Jan. 1982):33.
33. [Advertisement]. *American Libraries* 16(Dec. 1985):763.
34. [Advertisement]. *American Libraries* 14(Feb. 1983):65; 14(April 1983):169; 14(July/Aug.):439; 14(Dec. 1983):631; and 15(Dec. 1984):759.
35. See in sequence advertisements in *American Libraries* 14(Jan. 1983):7; 14(Feb. 1983):71; and 14(April 1983):172.
36. [Advertisement]. *American Libraries* 13(Sept. 1982):500.
37. [Advertisement]. *American Libraries* 15(Sept. 1984):591.
38. [Advertisement]. *American Libraries* 14(Dec. 1983):747.
39. [Advertisement]. *American Libraries* 16(Dec. 1985):818.
40. Arthur Plotnik to Norman D. Stevens, personal communication, 8 Sept. 1986.
41. Berry, John. "Editorial." *Library Journal* 105(15 Jan. 1980):137.
42. _____ . "Public Libraries: Out of Fashion?" *Library Journal* 110(July 1985):4.
43. "Lou Grant Show Scored." *Library Journal* 105(Aug. 1980):1603.
44. See in sequence covers in *Library Journal* 105(1 Jan. 1980); 107(15 March 1982); and 111(15 March 1986).
45. See in sequence covers in *Library Journal* 105(Aug. 1980); 106(1 Sept. 1980); 107(15 April 1982); 107(1 Nov. 1982); and 111(1 April 1986).
46. [Cover]. *Library Journal* 107(1 Jan. 1982).
47. Robbins-Carter, Jane. "Priorities for ALA: Yours, Theirs, or Ours?" *Library Journal* 106(15 June 1981):1280-86.
48. Anderson, A.J. (with analyses by John V. Nichols, Lindsay B. Naven, and Hannelore B. Rader). "Librarians Do It In the Stacks." *Library Journal* 108(15 Dec. 1983):2307-09.

Our Image in the 1980s

49. Swan, John C. "Winston the Librarian." *Library Journal* 109(1 Nov. 1984):1993-98.
50. McReynolds, Rosalee. "A Heritage Dismissed." *Library Journal* 110(1 Nov. 1985):25-31.
51. Cohn, Clare. "Down with Ms. Piggy." *Library Journal* 106(15 May 1981):1005.
52. Benck, June. "Ms. Piggy Power." *Library Journal* 106(15 April 1981):1660.
53. Horvath, Louisa. "Burn-out & the Image." *Library Journal* 108(15 April 1983):772.
54. Miller, Ann E. "Shameful Stereotype." *Library Journal* 110(1 June 1985):50.
55. Miller, Deborah. "Stylish Marian." *Library Journal* 110(15 Oct. 1985):8, 10.
56. Blake, Fay M. "Negative Views." *Library Journal* 108(July 1983):1345.
57. See in sequence advertisements in *Library Journal* 108(1 April 1983):709; 108(1 Jan. 1983):1; 108(1 May 1983) inside front cover.
58. See in sequence advertisements in *Library Journal* 110(1 Oct. 1985):23; and 110(Dec. 1985):21.
59. *Library Journal* 105(15 Jan. 1980) inside front cover.
60. See in sequence advertisements in *Library Journal* 108(15 Jan. 1983) inside front cover; 108(15 March 1983) inside front cover; 108(1 June 1983) inside front cover; 108(15 Oct. 1983) inside front cover; and 109(1 June 1984):1055.
61. John Berry to Norman D. Stevens, personal communication, 12 Sept. 1986.
62. Newman, Donald. "Vincent Morehouse—He Means Business." *Wilson Library Bulletin* 57(Feb. 1983):488.
63. Harper, Sarah. "Turn-of-the-Century Librarianship." *Wilson Library Bulletin* 57(April 1983):632.
64. Nelson, Dale. "Dateline Washington." *Wilson Library Bulletin* 60(Sept. 1985):49.
65. Ross, Jean. "A More Enlightened View." *Wilson Library Bulletin* 60(Feb. 1986):7.
66. Stevens, Norman D. "Our Profession." *Wilson Library Bulletin* 59(Nov. 1984):220.
67. _____. "Our Profession." *Wilson Library Bulletin* 59(March 1985):494.
68. Manley, Will. "Facing the Public." *Wilson Library Bulletin* 57(Jan. 1983):412-13.
69. _____. "Facing the Public." *Wilson Library Bulletin* 57(June 1985):677.
70. _____. "Facing the Public." *Wilson Library Bulletin* 57(Oct. 1982):146.
71. _____. "Facing the Public." *Wilson Library Bulletin* 57(June 1983):847.
72. _____. "Facing the Public." *Wilson Library Bulletin* 58(May 1984):650.
73. Nelson, Milo. "Miss Piggy Unjustly Upbraided." *Wilson Library Bulletin* 55(June 1981):724.
74. [Cover]. *Wilson Library Bulletin* 58(May 1984).
75. [Advertisement]. *Wilson Library Bulletin* 57(April 1983):672.
76. See in sequence advertisements in *Wilson Library Bulletin* 57(Jan. 1983):369; and 57(April 1983):625.
77. See in sequence advertisements in *Wilson Library Bulletin* 60(Nov. 1985) back cover; and 60(March 1986) back cover.
78. [Advertisement]. *Wilson Library Bulletin* 57(May 1983):737, 740.
79. Milo Nelson to Norman D. Stevens, personal communication, 28 Aug. 1986.

This Page Intentionally Left Blank

Library Trends Past and Present: A Descriptive Study

LAWRENCE W.S. AULD

IN HIS "INTRODUCTION" to the inaugural issue of *Library Trends* (July 1952), Robert B. Downs noted a consensus:

That library science has reached a stage in its growth where synthesis and interpretation are required. Media for reporting original research and current developments are probably adequate. In no existing organ, however, has one been able to secure a well-rounded view of the state of progress of any particular area of librarianship. No source has brought together widely scattered fragments into a coherent and connected whole. It was agreed, accordingly, that this sort of integration should be the primary aim of *Library Trends*.¹

He continued saying that it was decided

to inaugurate publication by a series of issues on major types of libraries. To obtain a broad perspective and to provide a foundation for more specialized treatment later, each of the first several numbers of *Library Trends* will be concerned with a specific branch of the field, i.e., college and university, public, school, special, and governmental libraries. In substance, the purpose is to offer a general status quo statement of social, political, educational, and economic tendencies now affecting libraries, with some forecasts of things to come and attempts to identify areas in need of further investigation.²

Library Trends "provides a medium for evaluative recapitulation of current thought and practice, searching for those ideas and procedures which hold the greatest potentialities for the future."³ The statement in the masthead continues: "Each issue is concerned with one

Lawrence W.S. Auld is Assistant Professor, Graduate School of Library and Information Science, University of Illinois at Urbana-Champaign.

aspect of librarianship. Each is planned by an invited Guest Editor. All articles are by invitation. Suggestions for future issues are welcomed and should be sent to the Managing Editor."⁴

Since the first issue was published by the University of Illinois School of Library Science (now the Graduate School of Library and Information Science [GSLIS])⁵ in July 1952, *Library Trends* has appeared regularly each quarter. For each issue, the school's Publications Committee selected a topic and an editor(s)—often the person(s) who had suggested the topic. The issue editor(s) bore the primary responsibility for defining the topic and scope, inviting persons to write the articles, getting the articles written and submitted on schedule, and editing the articles for adherence to the issue topic and congruence with the other articles. Technical editing for style, punctuation, and the like was performed by the GSLIS Publications Office staff who were also responsible for having each issue printed, bound, and distributed.

A total of 136 issues (volumes 1-34, July 1952-Summer 1986) were examined for this study. Because of the topicality of each, there was no attempt to explore issue-to-issue citation patterns and the like. This study is limited principally to an overall description, general comparisons of early and late volumes, and more detailed comparisons of the three pairs of issues that bear identical titles. First, the introductions and articles are examined and the subject content is described, then some comparisons between selected early and later issues are made, and finally the indexes appearing at the end of each volume are noted.

Authorship

Volumes one through thirty-four of *Library Trends* are made up of 1439 articles accompanied by 141 introductions. The typical issue includes an introduction written by the issue editor and an average of 10.6 articles. Three issues have a foreword, three a preface, and one a miscellany instead of, or in addition to, an introduction. One issue includes a poem, another a portfolio of photographs, and another a summary. The typical introduction is approximately one-third the length of the typical article and has about one-fifth as many references as the typical article. Almost nine out of ten articles and introductions were written by single authors, about one out of ten had two authors, and occasionally there were three or even four authors.

Harold Lancour and Maurice F. Tauber were the primary authors of four introductions each, while Walter C. Allen was the author of three. Eight persons wrote two introductions each: Larry E. Bone, H.C.

Library Trends Past and Present

Campbell, Robert B. Downs, Kathleen M. Heim, Alice Lohrer, Frank L. Schick, C. Walter Stone, and Robert Vosper.

The July 1955 issue (volume 4, number 1) on "Current Trends in National Libraries" was edited by David C. Mearns who combined and arranged twenty-three national library directors' responses into sixteen articles, each on different facets of their work. Thus, in this one issue, Mearns was responsible for more articles than any other one person in the thirty-four years of *Library Trends*. The second most frequent primary author of articles was Robert B. Downs who wrote ten followed by Lowell A. Martin and Laurence S. Thompson who each wrote six articles, and Genevieve M. Casey, P. Howard, David Kaser, and Margaret E. Monroe who each wrote five. These eight persons account for about 4 percent of the total articles.

When the twelve persons who wrote four articles each are added, almost 7.5 percent of the articles are represented, and when the thirty-eight persons (about 5 percent of the primary authors) who wrote three articles each are added, the articles accounted for rises to over 15 percent. With the addition of the 130 persons who wrote two articles each, about 17 percent of the primary authors and just over one-third of the articles are accounted for. This falls short of a generalized Zipfian distribution in which 20 percent of the authors would be expected to have written 80 percent of the articles (see fig. 1). The facts that each issue of *Library Trends* deals with a different topic, that authorship is by invitation, and that at least two generations of authors are represented may help to explain this authorship pattern.

From the beginning, *Library Trends* has followed the useful custom of noting each author's affiliation at the time of writing on the bottom of the first page of each article. The affiliation of each author was recorded as (1) library school faculty member—always selected when an available option; (2) librarian—if serving in a professional capacity in a library; or (3) other—the "other" category includes both nonlibrarians as well as librarians in nonlibrary settings. The authors' affiliations volume-by-volume are displayed in table 1.

It is quite clear, within the thirty-four year period, that the authorship of both introductions and articles has shifted away from librarians to library school faculty members, while the relative contribution of "others" has also increased but not as much. This pattern is sufficient to produce interesting coefficient values when volume number and frequency of author affiliation are correlated. When the passage of time (as represented by volume numbers) is correlated with the frequency of authorship of articles, the correlation coefficient is .53 for library school

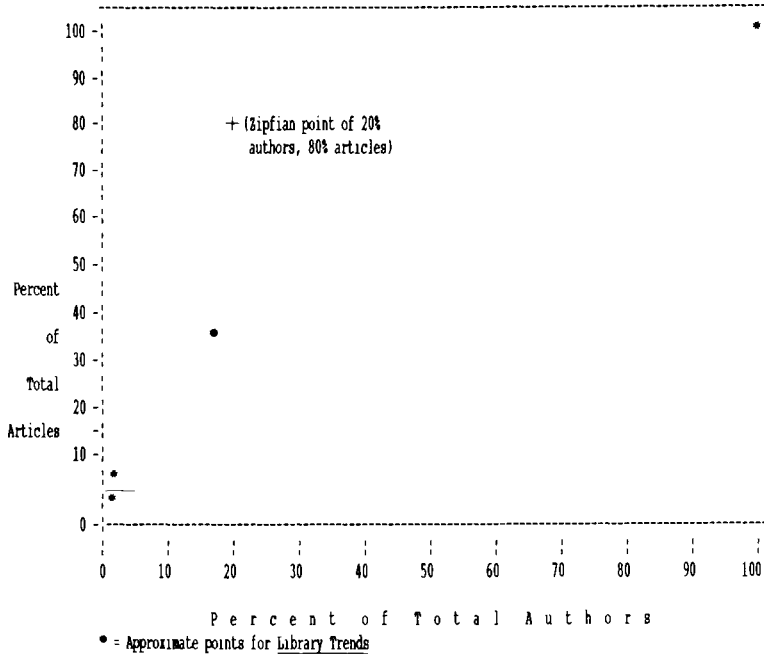


Figure 1. *Library Trends* (volumes 1-34; July 1952-Summer 1986): frequency of authorship of articles.

faculty, $-.64$ for librarians, and $.40$ for others. A similar but less pronounced pattern holds true for introductions. The correlation coefficients are presented in tables 2 and 3.

Subject Content

In gross classification terms, eleven issues pertain specifically to academic libraries, twelve to public libraries, two to special libraries, and four to school libraries. In a different dimension, fourteen issues pertain specifically to public services, six to technical services, and seven to administration.

In a more detailed analysis, the subjects of individual issues of *Library Trends* range from academic libraries to standards. There are

Library Trends Past and Present

articles on services to such groups as adult learners, children, correctional facilities, ethnocultural minorities, industry, mental health patients, readers, the aging, the community, the disadvantaged, and young adults. There are additional articles on services involving abstracting, library use instruction, and bibliotherapy. Types of materials discussed include historical children's books, media, genealogy, government publications, manuscripts and archives, maps, music, periodicals, rare books, science materials, and social science data archives.

With three exceptions, each issue title is unique among the 136 issues. While some repetition of topics is to be expected in this length of time, in only these three instances was an issue topic a direct reexamination or updating of an earlier issue with the same title carried forward. More typically when a topic was repeated, it was with a different emphasis and/or point of view and a different title. For example, Hirsch (October 1972) edited an issue on "Standards for Libraries." Ten years later a pair of issues appeared, "Standards for Library and Information Services" (Weech, Summer 1982) and "Technical Standards for Library and Information Science" (Rush, Fall 1982). These reflected both a proliferation of standards and a broader range of interests. Another example is the initial issue on "Current Trends in College and University Libraries" (Downs, July 1952). Related issues included "Urban University Libraries" (Garloch, April 1962), "European University Libraries: Current Status and Developments" (Vosper, April 1964), "Junior College Libraries" (Trinkner, October 1965), "Trends in College Librarianship" (Deale, July 1969), "The Economics of Academic Libraries" (Kent, Summer 1979), and "Community/Junior College Libraries: National and International Aspects" (Lary, Spring 1985). Here the pattern is even clearer: an early general issue was followed by a number of issues devoted to one or more specific aspects. In this way, Downs's goal of providing an initial broad perspective and foundation to be followed by a more specialized treatment was achieved.

Some areas such as cataloging (three issues), acquisitions (two issues), and school libraries (three issues) received less attention than might have been expected since these are areas that have enjoyed substantial literature coverage in recent years. Perhaps the ready availability of other journal outlets was the reason issues of *Library Trends* were not proposed and accepted. Yet during the same period, both media and publishing, which also enjoyed substantial coverage, were the subjects of five issues.

LAWRENCE AULD

TABLE 1
Library Trends (VOLUMES 1-34; JULY 1952-SUMMER 1986)
 AUTHORSHIP OF ARTICLES

	<i>Volume</i>											
	1	2	3	4	5	6	7	8	9	10	11	12
Library School												
Faculty												
1st author	12	4	9	1	2	11	6	4	2	2	3	10
2nd author	-	1	-	-	-	1	-	1	-	-	-	1
3rd author	-	-	-	-	-	-	-	-	-	-	-	-
4th author	-	-	-	-	-	-	-	-	-	-	-	-
Librarians												
1st author	29	24	26	40	21	26	31	32	30	35	29	30
2nd author	-	3	3	4	-	-	4	1	2	2	-	1
3rd author	-	-	-	-	-	-	1	-	-	-	-	-
4th author	-	-	-	-	-	-	-	-	-	-	-	-
Other												
1st author	3	11	5	-	17	1	15	6	16	6	7	4
2nd author	-	1	-	-	-	-	1	-	1	2	-	-
3rd author	-	-	-	-	-	-	-	-	-	-	-	-
4th author	-	-	-	-	-	-	-	-	-	-	-	-
	<i>Volumes 13-24</i>											
	13	14	15	16	17	18	19	20	21	22	23	24
Library School												
Faculty												
1st author	7	2	10	7	4	4	9	16	7	12	9	13
2nd author	-	-	-	1	-	-	-	-	-	-	1	1
3rd author	-	-	-	-	-	-	-	-	-	-	-	-
4th author	-	-	-	-	-	-	-	-	-	-	-	-
Librarians												
1st author	24	40	40	19	24	27	20	20	23	6	29	19
2nd author	1	4	8	-	-	-	2	1	3	-	5	5
3rd author	-	-	-	-	-	-	-	-	-	-	-	1
4th author	-	-	-	-	-	-	-	-	-	-	-	-
Other												
1st author	12	2	11	16	13	8	17	13	7	18	6	16
2nd author	-	2	-	2	-	1	1	4	1	2	3	2
3rd author	-	-	-	-	-	-	-	1	-	1	-	-
4th author	-	-	-	-	-	-	-	-	-	-	-	-
	<i>Volumes 25-34</i>											
	25	26	27	28	29	30	31	32	33	34		
Library School												
Faculty												
1st author	17	8	16	14	8	6	9	13	7	21		
2nd author	-	-	3	1	1	1	3	-	-	2		

Library Trends Past and Present

TABLE 1 (Cont.)
Library Trends (VOLUMES 1-34; JULY 1952-SUMMER 1986)
 AUTHORSHIP OF ARTICLES

	<i>Volumes 25-34 (cont.)</i>									
	25	26	27	28	29	30	31	32	33	34
3rd author	-	-	-	-	-	-	-	-	-	-
4th author	-	-	-	-	-	-	-	-	-	-
Librarians										
1st author	15	16	17	16	34	13	17	12	7	11
2nd author	2	1	2	2	5	1	3	4	1	1
3rd author	2	-	1	-	1	-	1	1	-	1
4th author	-	-	-	-	-	-	-	1	-	-
Other										
1st author	8	13	9	9	4	20	15	15	20	9
2nd	-	1	1	4	1	3	3	-	-	2
3rd	-	-	-	-	-	1	-	-	-	1
4th author	-	-	1	-	-	-	-	-	-	-

General Comparison of Early and Late Issues

Five early volumes (1-5, 1952-57) and five late volumes (30-34, 1980-86) were examined for similarities and differences. They were compared in terms of gross details, authorship, and content.

The average introduction in volumes 1-5 was slightly longer than the average introduction for all volumes (1-34), while the average introduction in volumes 30-34 was slightly shorter. The numbered references for the introductions followed the same pattern. The average article in volumes 1-5 was about two pages shorter than the average article for all volumes (1-34), while the average article in volumes 30-34 was about two pages longer. The average article in volumes 30-34 had almost 50 percent more references than the average for all articles (volumes 1-34) or for the articles in volumes 1-5.

The guest editors for volumes 1-5 and volumes 30-34 formed two entirely separate populations. With one exception, the authors also formed two separate populations. The exception was Dan Lacy who wrote on "Aid to National Policy" in July 1953 and on "The Book and Literature in the 1980s" in Fall 1984. It would be interesting to see if other professional publications in librarianship displayed this same almost complete replacement of writers in the field during this quarter-century period.

TABLE 2
Library Trends (VOLUMES 1-34; JULY 1952-SUMMER 1986)
 CORRELATION COEFFICIENTS FOR AUTHORSHIP OF
 INTRODUCTIONS BY VOLUME NUMBER

	<i>r</i>	<i>r squared</i>
Library School Faculty		
First Authors	.38	.14
All Authors	.48	.24
Librarians		
First Authors	-.34	.11
All Authors	-.28	.08
Others		
First Authors	.03	.0008
All Authors	.16	.03

TABLE 3
Library Trends (VOLUMES 1-34; JULY -SUMMER 1986)
 CORRELATION COEFFICIENTS FOR AUTHORSHIP OF ARTICLES
 BY VOLUME NUMBER

	<i>r</i>	<i>r squared</i>
Library School Faculty		
First Authors	.53	.28
All Authors	.55	.30
Librarians		
First Authors	-.64	.41
All Authors	-.54	.29
Others		
First Authors	.40	.16
All Authors	.47	.22

Harold Lancour wrote two introductions in volumes 1-5, and Walter Allen wrote two in volumes 30-34. Paul Howard wrote three articles in volumes 1-5, and fifteen other persons wrote two articles each. Of course Mearns is an exception, having assembled the July 1955 issue by himself as well as writing one article which appeared in January 1957. Mary Jo Lynch and Jane Robbins-Carter each wrote three articles in volumes 30-34, and six other persons wrote two articles each. Fewer

Library Trends Past and Present

persons writing multiple articles in the later volumes is a trend consistent with what may be an increasing specialization among librarians.

Three times as many librarians as library school faculty edited early issues and wrote introductions, while five times as many librarians as library school faculty wrote early issue articles. In contrast, three times as many library school faculty as librarians edited late issues and wrote introductions, while about equal numbers of library school faculty and librarians wrote late issue articles. "Other" authors of early articles (excluding Mearns) were even fewer than library school faculty, but were one-third more prolific than either library school faculty or librarians as authors of later articles (for specific details see table 1).

Among the twenty-four subjects represented in the five early and late volumes, nine are in the early volumes only, nine in the late volumes only, and six in both the early and the late volumes. Among the subjects that appear only in the early volumes are such standbys as acquisitions, cataloging and classification; government and national libraries; rare books; and school libraries while the late volumes include newer subjects such as bibliometrics, collection development and evaluation, and standards. For a complete display of the incidence of particular subjects in the early and late volumes, see table 4.

Comparison of Three Early and Three Late Issues on the Same Topics

Three issue titles were each used twice: "Conservation of Library Materials" (Tauber, January 1956, and Lundeen, Fall 1981), "Current Trends in Reference Services" (Goggin, January 1964, and Vavrek, Winter 1983), and "Research in Librarianship" (A.A.L.S. Committee on Research, October 1957, and Lynch, Spring 1984). The choice of identical titles by the Publications Committee indicates that the later issue in each pair was conceived as a deliberate attempt to present an updated statement on the same topic. These three pairs of issues are compared and contrasted. Implicit in the second of each pair was the understanding that it was to supplement the first and bring it up to date.

"Conservation of Library Materials"

The introduction and twelve articles in the 1956 "Conservation of Library Materials" listed nearly twice as many references (including *ibid.* and the like) as the 1981 issue. Also, the earlier issue cited nearly one-third more items (not counting *ibid.* and the like, but counting multiple citations in each reference) than the later issue.

TABLE 4
Library Trends (VOLUMES 1-5 AND 30-34)
 COMPARISON BY SUBJECT

Subject	Volumes	
	1-5	30-34
Academic Libraries	1	1
Access to Materials	1	
Acquisitions	1	
Administration	2	1
Automation and Mechanization	1	
Bibliometrics		1
Cataloging and Classification	1	
Collection Development and Evaluation		1
Conservation and Preservation	1	1
Copyright and Public Lending Right		1
Education for Librarianship and Information Science		2
Government and National Libraries	3	
Library Associations	1	
Media		1
Personnel		2
Public Libraries	1	
Publishing	1	1
Rare Books	1	
Reference Services		2
Research		1
School Libraries	1	
Services to Special Groups	1	2
Special Materials and Services	3	2
Standards		2
Total	20	17

In the June 1956 issue two items were cocited in five articles: *Library Binding Manual* by L.N. Feipel and E.W. Browning (Chicago: American Library Association, 1956) and *Technical Services in Libraries* by Maurice F. Tauber and Associates (New York: Columbia University Press, 1954). In the same issue, a dozen items were cocited in two articles. In the Fall 1981 issue, three items were cocited in two articles. There were no cocitations between the two issues. In other words, none of the items cited in the June 1956 issue were cited in the Fall 1981 issue, the citations in the two issues representing entirely different sets.

Library Trends Past and Present

The date of publication of the items cited in January 1956 extended over a period of nearly 60 years, while the date of publication of the items cited in Fall 1981 extended over nearly 130 years, twice as long a period. The half-life of the citations in both issues was six years. For additional details, see table 5.

Citations to anonymous items (mostly news stories from professional publications) accounted for forty-two citations in January 1956 and twenty-four citations in Fall 1981. The most frequently cited authors were Williams (eight citations in Fall 1981), the American National Standards Institute (seven citations in Fall 1981), Barrow (seven citations in January 1956), Tauber (six citations in January 1956), Feipel (five citations in January 1956), and Waters (five citations in Fall 1981).

The *Library Journal* and *College & Research Libraries*, the two most frequent sources of periodical citations in January 1956, accounted for almost one-third of the citations. Another one-third of the citations came from periodicals which were cited only once, and, except for the *Library Journal* with citations extending from 1902-55, the periodicals with the single citations represented the greatest span of years (1935-55). About one-half of the Fall 1981 citations came from periodicals which were cited only once, and the periodicals with the single citations represented by far the greatest span of years (1955-80).

The most notable difference between the two issues was the general absence of scientific sources in 1956 compared with the much greater reliance on scientific sources in 1981, reflecting the considerable advances in paper chemistry that had occurred during the twenty-five-year interval. For example, no ANSI standards were cited in 1956. Also, the 1981 issue relied on slightly fewer sources and one-third fewer citations.

"Current Trends in Reference Services"

The introduction and nine articles in the 1983 "Current Trends in Reference Services" listed about one-sixth more references (including *ibid.*) than the 1964 issue and cited nearly twice as many items (not counting *ibid.* but counting multiple citations in each reference). In the Winter 1983 issue, more than twice as many items were cocited as were in the January 1964 issue.

Eight items were cocited in both issues; otherwise, the citations in the two issues represented different sets. *The Development of Reference Services Through Academic Traditions, Public Library Practice and Special Librarianship* by Samuel Rothstein (Chicago: ACRL, 1955) was cocited five times. Two items were cocited four times: *Introduction to*

TABLE 5
 DATES OF CITATIONS APPEARING IN THREE
 PAIRS OF *Library Trends*

	<i>Earliest Date</i>	<i>Quartile</i>			<i>Late Date</i>
		<i>1st</i>	<i>2nd</i>	<i>3rd</i>	
"Conservation of Library Materials"					
January 1956	1900	1944	1951	1954	1956
Fall 1981	1855	1968	1976	1979	1981
"Current Trends in Reference Services"					
January 1964	1876	1945	1957	1961	1964
Winter 1983	1884	1974	1978	1980	1983
"Research in Librarianship"					
October 1957	1911	1945	1951	1954	1957
Spring 1984	1886	1970	1976	1981	1984

Library Trends Past and Present

Reference Work by Margaret Hutchins (Chicago: ALA, 1944) and *Basic Reference Sources* by Louis Shores (Chicago: ALA, 1954). One item was cocited three times: *Practical Administration of Public Libraries* by Joseph Wheeler and Herbert Goldhor (New York: Harper & Row, 1962).

The dates of publication of the items cited in the January 1964 and Winter 1983 issues extended over nearly a century. The half-life of the citations in January 1964 was one-third longer than for Winter 1983 (for more specific details see table 5).

Citations to anonymous items (mostly news stories from professional publications) accounted for twenty citations in January 1964 and twenty-seven citations in Winter 1983. The most frequently cited authors were Samuel Rothstein with thirteen citations, Mary Jo Lynch with nine citations, Louis Shores with eight citations, Thomas Childers, Marjorie Murfin, and Bernard Vavrek with six citations each, Gerald Jahoda and Joseph Wheeler (three in conjunction with Goldhor) with five citations each, Margaret Hutchins, and Jesse Shera with four citations each and Martin Carnovsky, Mabel Conat, Wayne Crouch, Margaret Egan, Samuel Green, Eugene Jackson, F. Wilfrid Lancaster, Patrick Penland, Sarah Rebecca Reed, Elizabeth Stone, Judith Wanger, and Constance Winchell with three citations each. An additional fifty-five persons had two citations each.

The principal difference between the January 1964 and Winter 1983 issues was that the former was mostly concerned with the processes of doing reference work, while the latter was also concerned with performance evaluation. In 1964 there were doubts about whether reference services could be the object of research or even whether they could be measured and evaluated. In 1983 there was a consensus that measurement and evaluation were possible, and research efforts in reference services were abundantly cited. Further, there was recognition of the changes in reference services brought about by new technologies that had an impact on libraries especially the computer and related telecommunications media. These changes were visible in Winter 1983 by the heavy reliance on *RQ* and on a wide range of nonperiodical sources.

"Research in Librarianship"

The introduction and thirteen articles in the 1957 "Research in Librarianship" listed about three-fifths as many references (including *ibid.*) as the 1984 issue. Similarly, the earlier issue cited about one-half as many items (not counting *ibid.* but counting multiple citations in each reference) as the later issue. Nearly seven times as many items were cocited in the Spring 1984 issue as in the October 1957 issue.

An Introduction to Scientific Research in Librarianship by Herbert Goldhor (Urbana-Champaign: University of Illinois Graduate Library School, 1972) was cocited five times in the Spring 1984 issue. "Searching for Research in ACRL Conference Papers" by Coughlin and Snelson (*Journal of Academic Librarianship*, March 1983) and "Darwin, Bacon and Research" by Shera (*Library Trends*, July 1964) were cocited four times each. "Research" (*ALA Yearbook*, 1983), "Publishing the Results of Research" by Carnovsky (*Library Trends*, July 1964), "Academic Library Research: A Twenty Year Perspective" by Kim and Kim (In *New Horizons for Academic Libraries*. K.G. Saur, 1979), and "Library Science Dissertations" by Schlachter & Thomison (Littleton, Colo.: Libraries Unlimited, 1982) were cocited three times each. Only six items were cocited in both issues; otherwise the citations in the two issues represented different sets.

The range of the dates of publication of the items cited in October 1957 was about one-half the range of the items cited in Spring 1984. The half-life of the citations in the October 1957 issue was seven years compared to the half-life of nine years for the citations in the Spring 1984 issue (for more specific details see table 5).

Citations to anonymous items (mostly news stories from professional publications) accounted for five citations in October 1957 and forty citations in Spring 1984. The most frequently cited authors were Shera (thirteen—four in 1957 and nine in 1984), Berelson (ten in 1984), Carnovsky (eight—four in 1957 and four in 1984), Cooper (seven in 1984), Buckland (six in 1984), Garrison (six in 1984), Goldhor (six in 1984), Harris (six in 1984), Ranganathan (six in 1957), Asheim (five in 1957), Leimkuhler (five in 1984), Tauber (four in 1957 and one in 1984), and Van House (five in 1984). Eight authors had four citations each, eighteen authors—three citations each, and twenty-seven authors with two citations each.

Among October 1957 citations, the *Library Quarterly* was the source of about one-fourth of the periodical citations. The second most frequent source was *College & Research Libraries* which accounted for only about one-ninth of the citations. About two-ninths of the October 1957 citations came from periodicals which were cited only once, and these represented the longest span of years (1911-57). In Spring 1984, the most frequent source of citations was *Library Trends* which accounted for less than one-ninth of the citation sources. This was followed, in descending order, by *Library Journal*, *College & Research Libraries*, *Journal of Education for Librarianship*, and *Journal of Academic Librarianship*. While the *Library Quarterly* was the most frequent

Library Trends Past and Present

source of citations in the earlier issue, it was the sixth most frequent source in this later issue and accounted for about 4 percent of the citation sources

Publications of the American Library Association were the most frequent nonperiodical sources of citations in both October 1957 and Spring 1984, but they represented only small portions of the totals (one-eighth in 1957 and one-fourteenth in 1984). In 1957, the second through the seventh most frequent sources were either library schools or university presses, and ALA, together with these six academic sources, represented nearly one-half of the total nonperiodical citation sources. Within this group, Columbia University's School of Library Service and Press together accounted for almost one-fifth of the citation sources, somewhat more than ALA. At the same time, nearly one-fourth of the citations came from sources cited only once. In contrast, in Spring 1984, the nonperiodical citation sources were distributed among nearly twice as many publishers as in October 1957 with commercial publishers accounting for much of the difference. Twenty percent of the sources accounted for only about two-thirds of the citations rather than the 80 percent that would result from a Zipfian distribution, and 80 percent of the citations came from between one-third and one-half of the sources rather than the 20 percent that would result from a Zipfian distribution.

By page count alone, there was a significant difference between the October 1957 and Spring 1984 issues. The text of the former extended over 152 pages, while the latter extended over 218 pages, an increase of 43 percent. This is not surprising since the former was anticipatory in its outlook, while the latter took justifiable pride in the research that had been accomplished during the intervening quarter-century. This is reflected in the much greater reliance on scholarly sources for citations.

Volume Indexes

An index appears at the end of each volume with the exception of volume nine for which an index is lacking. The indexes appear uniform in the use of key words and phrases taken from the texts of the articles. Cross-references are used sparingly since the indexes are relatively short (about six pages each). The authors and titles of the articles and the items cited in the articles are not indexed. At least nine different individuals and one firm prepared the indexes.

Summary

How might the first thirty-four volumes of *Library Trends* be described? Perhaps the best description can be taken from the words of Robert B. Downs in the first issue's "Introduction" in which he anticipated that each volume would present a "well-rounded view of the state of progress" in particular areas of librarianship.⁶ The wide range of topics is readily seen in a list of issue titles. Just as each issue had its own title, each issue had its own editor. On the surface, there were strong similarities among the 136 issues. The typical issue began with an introduction by the editor, followed by a little less than a dozen articles in which the context was established, recent and current developments and problems discussed, and future developments and problems considered. The typical article was just over a dozen pages and had about twenty references.

When five early and late volumes (1-5 and 30-34) were compared, the general long-term tendencies were more obvious. Chief among these was the shift away from librarians as the most frequent authors to a much greater role by library school faculty and "others" as authors. Among the "others" were both former librarians employed outside of libraries and nonlibrarians.

Only three issue titles were repeated. A comparison of these three pairs of issues suggested that there may have been a long-term trend toward citing more research (there is more to report now than there was a few years ago). The citations and their sources tend to bear this out with more specialized sources selected from a broader spectrum.

Thus, the general approach used successfully in the first issues has been continued into the present. The tradition of an issue editor bringing together a group of timely articles has worked well. It will be interesting to compare the next thirty-four years with these.

References

1. Downs, Robert B. "Introduction." *Library Trends* 1(July 1952):3.
2. *Ibid.*, pp. 3-4.
3. This statement, quoted from vol. 1, no. 1, appears inside the front cover of each issue of *Library Trends*.
4. Beginning with vol. 33 of *Library Trends*, this statement was omitted from the masthead, and a full-page "Procedures for Proposing and Guest Editing an Issue of *Library Trends*" first appeared inside the back cover.

Library Trends

VOLUME 36 NUMBER 4
SUMMER 1987—SPRING 1988

Index to Volume 36

Prepared by:

Judith A. Christensen

Mary Bissey

Employees of Information Finders, a fee-based service of the Champaign (Illinois) Public Library and Information Center

A

- AAACR2: use with cataloging rare books, 110-11, 127, 132, 136, 137-38, 504-05
- AACR2 archival description, 539-52; and collection cataloging, 545; deficiencies of, 541-42, 544; development of, 540-41; future of archival description, 549-51; and the "Paris Principles," 546-47; and the physical descriptions, 548; and the problem of title and dates, 547-48; requirements of, 543
- AB Bookman's Weekly*: notices of thefts, 247
- ACA: See Association of Canadian Archivists
- Academic librarians: and publishing, 664-68
- Acceptance testing, 354
- Accessibility: to rare books, 11-12, 160-61, 233-34; rare books at Mills College, 176-77; standards and lack of, 128, 132-38
- Accreditation: A Way Ahead, 715
- Acoustics in libraries, 358
- Acquisition: of library materials, 802; policies for rare books, 15
- ACRL. See Association of College and Research Libraries
- Adams, Randolph G., 9, 10
- Adams, T.R., 163
- Advisory Committee to the Office of Library Education (ALA), 715
- ALA Manual of Library Economy*, 711
- ALANET PLUS, 688-89
- ALA's Committee on Representation in Machine-Readable Form of Bibliographic Information (MARBI), 133-35, 136
- Alternatives to construction of new libraries. See Construction alternatives to new libraries
- Altman, Irwin, 368, 369
- AMC RECON Project, 574
- The American Archivist*, 595
- American Book Prices Current*, 248
- American Libraries*, 635, 734-36; and librarians' image in, 829-37, 847, 848
- American Library Association: as a library publisher, 697, 699-02; and marking of rare books, 249; and opportunities for archivists, 509; publications cited, 867
- American Society for Information Science (ASIS), 509
- Amory, Hugh, 168
- Amory's dilemma, 167-68

- Anglo American Cataloguing Rules*, 2d ed. *See* AACR2
- Antippes, Andrew, 244; 245, 254
- Antiquarian Booksellers Association of America, 244; and registration of missing books, 248
- Archival Informatics Newsletter and Technical Reports*, 510
- Archives, Personal Papers and Manuscripts (APPM)*, 540, 542, 543, 545, 547-48, 549, 550-51, 574
- Archivists, education of. *See* Automation education for archivists
- ARL. *See* Association of Research Libraries
- ARTTF. *See* Automated Records and Techniques Task Force
- ASIS. *See* American Society for Information Science
- Association of Canadian Archivists (ACA), 507-08
- Association of College and Research Libraries (ACRL), 661, 665
- Association of Research Libraries (ARL), Office of Management Studies Systems and Procedures Exchange Center: and security of rare books, 249-50
- Atomic particle accelerator, 41
- Aurelia Public Library, 417-19
- Authenticating techniques and equipment, 40-48; atomic particle accelerator, 41; beta radiography 45, 85-86, 87, 98, 104-5; Dylux method, 45-46, 86; electron microscope, 41-43, 44; optical microscope, 43-44; Polaroid CU-5 close up camera, 44
- Author's Guide to Journals in Library and Information Science* (Stevens), 664
- Automated Archival Information Program, Society of American Archivists, 505-06
- Automated Records and Techniques Task Force (ARTTF), 506
- Automation: and academic library buildings, 296; and collection management, 397-98; and equal access, 397; furnishings for, 377-78, 380-84, 385-87; and public library buildings, 278-80; of rare special collections, 113-15, 119; in school media facilities, 321-22; standards for, 125-39
- Automation, archival: application of, 503; budgeting for, 527-28; development of, 519-37; future of, 533-34; and MARC AMC Format and Standards, 504-05; and new computer technologies education for, 501-16; and operational changes, 527-29; planning for, 522-26; staffing for, 529-31; users of, 531-33. *See also* Bibliographic networks for archives
- Automation education for archivists, 501-18; and coursework, 510-11; and educational opportunities, 505-11; kinds of, 502-05; and national databases and automated systems, 513-15; and professional associations, 505-09; and professional standards, 511-12, 513; and publications, 509-10. *See also* Archival information automation
- Automation for Archivists and Records Managers. Planning and Implementation Strategies* (Kesner), 523-24
- Automation of special collections: federal grants for, 224-25

B

- Balanced Budget Control Act of 1985, 432, 451
- BAM-BAM. *See* Bookline Alert: Missing Books and Manuscripts
- Barrow, William James, 30-31
- Bay Psalm Book, 41
- BDRB. *See* *Bibliographic Description of Rare Books*
- Beans, George H., 86
- Bearman, David, 555
- Beinecke Library, 73
- Bender, Albert M., 172-74
- Bentley Historical Library and the AMC RECON Project, 579

- Berner, William S., 436-37
- Berry, John, 837-38, 840, 841, 843
- Best sellers: of library literature, 699-700, 701, 702-03, 705-06
- Beta radiography, 45, 85-86, 87, 98, 104-05
- Bibliographic control. *See* Standards
- Bibliographic databases, 676-77
- Bibliographic Description of Rare Books*, 110, 119, 127-28, 132
- Bibliographic instruction: in professional literature, 651-54
- Bibliographic networks for archives, 553-71; and access to library holdings, 563-65; and archival management goals, 557-58; and collection management functions, 561-63; and collection use, 568; and cooperative arrangements, 567-68; development of and descriptive standards, 254-55, 565-66; and education and training, 568-69; and information access, 554-61; and library standards, 556-57; and professional relationships, 566-67
- Bibliographic utilities: used for cataloging special collections, 117-18, 121-23
- Bibliothèque Nationale, 82
- Bibliotics or the Study of Documents* (Frazer), 28
- Book: as an artifact, 34, 166-67
- Book arts, 175-76
- Book of Kells, 42
- Bookline Alert: Missing Books and Manuscripts (BAM-BAM), 248
- Books and Documents: Dating, Permanence and Preservation* (Grant), 29-30
- BRS: and end user searching, 805-13; cost of, 808-09
- Budget: for rare books, 193-94
- Buildings, academic library, 262, 287-98; additions to, 402-03, 445; construction of, 287-89; decentralization of equipment in, 296; and fire prevention, 295; flexible space of, 290-91, 292; and growth of collections, 293-95; and the handicapped, 295-96; and nonlibrary functions, 296-97; security, 295; and use of existing facilities, 291-92
- Buildings, library, and interiors: environmental design of, 361-74; public seating in, 370-71; utilization of space in, 411-21
- Buildings, public library, 262, 267-85; automation and, 278-80; and branch libraries, 283-84; design of, 270, 274, 282-83; expansion and remodeling of, 272; financing of, 269, 423-53; fire protection of, 281; flexible space of, 274-76; lighting for, 276-78; location of, 270-72; public utilities of, 278, 280-81; and security systems, 281-82; size of, 273-74
- Buildings, special libraries, 262-63, 299-316; and campus environments, 305-06; furniture and equipment in, 312-15; online and telecommunications in, 301-05; and space standards, 307-12
- Byrd, Cecil, 157
- Byrnes, Margaret, 232

C

- Cahill, Thomas, 54, 76
- California State University, Fullerton, 87
- Calov Bible of J.S. Bach, 73
- Cameras: and rare document examination, 44
- Career paths: of rare book librarians, 146-53, 164
- Carnegie, Andrew, 423, 440
- Carriveau, Gary, 103
- Cataloging: in professional literature, 636, 641; of rare books, 14, 116, 117-18, 119; and standards for rare books, 125-39
- Cataloging and Classification: An Introduction* (Chan), 717
- Cataloging of archives. *See* AACR2 archival descriptions
- Cataloging of special collections: federally funded programs, 219-21
- CD-ROM, 684-86, 691; and archival software, 605

- Chairs: at service desks, 378-79; in staff areas, 383
- Challenge Grant Programs of the NEH, 215, 217-18
- Chan, Lois Mai, 612
- Charlottenburg paper project, 27
- Chicago Public Library, 179, 181; and the Chicago Theatre History Collection, 183-84; and the Civil War and American History Research collection, 182; exhibition programs of, 184; facilities of, 180; and the Neighborhood History Research Collection, 183, 184; special collections of, 180-84, 186
- Chicago Public Library/Chicago Library System Professional Library: 786; reasons for use of, 788-91; resources of, 791-92, 794-98, 801; staff of, 787-88
- Chicago Theatre History Collection, Chicago Public Library, 183-84
- Cimerlino Giovanni Paola World map projection, 87
- Circulation desks: in school library media facilities, 319-21 lighting of, 347
- Citations: in *Library Trends* articles, 863, 865, 866-67; in professional literature, 649, 776-79
- Civil War and American History Research Collection, Chicago Public Library, 182
- Claremont College, Honnold Library, Wallace Archives, 609, 613-19
- Collators: mechanical and optical, 46-47
- Collection development: 637, 644, 768, 772; and costs, 395-96; shelving space for, 397; users of, 394-95, 396; using output measures, 394-96; and weeding, 397-98
- College and Research Libraries*, 635, 654, 661, 662
- Columbia University School of Library Service, 232
- Committee on Curatorial Issues Raised by Conservation (of RBMS), 234-36
- Compact shelving, 314-15, 397; in school media facilities, 323
- Conant, Ralph, 715
- Conrad Sulzer Regional Library, 339
- "Conservation of Library Materials," 861-63
- Conservation of rare books: federal grants for, 223-24
- Conservators, 153-54; as curators, 165, 167; and cooperation with curators, 229-39; training of, 231-33
- Construction alternatives to new libraries, 264, 399-409, 444-45; and additions, 402-03; conditions for 399-400; and conversions, 403-07; prefab and portable structures, 407-08; and rearrangements, 401-02; and space needs analysis, 400-01
- Conversion to library facility, 403-07; costs of, 406; criteria for choosing, 404-05; and "store fronts," 407
- Copyright: of bibliographical databases, 120-21
- Cortez, Edwin, 716
- Crismond, Linda, 471-72
- "Criteria for Identifying a Refereed Journal" (Miller and Serzan), 666
- Crocker Historical and Archaeological Project, 55
- Crocker Nuclear Laboratory, 54, 64, 82
- Cross, Charles Frederick, 27
- Curators, 165, 167; and cooperation with conservators, 229-39
- Current Awareness: in *American Libraries*, 734-35, 736; conclusions, 733-34; in *Library Bulletin*, 735-36; in *Library Journal*, 736; in library literature, 725-39; as a process, 725, 726; services, 729-33; sources of information, 797-98; surveys of, 726-28, 737
- "Current Trends in Reference Services," 863-65
- Curriculum and library publishing. *See* Library publishing and curriculum

D

- Danton, J. Periam, 696, 697, 699, 713
Databases, machine-readable for libraries. *See* Electronic publishing in libraries
Databases, online: costs of, 808-09, 812; and end user searching, 805-13; and library instruction, 813; for the practitioner, 796; precision of results with, 810-11; in professional literature, 636, 637-41, 768, 773
Datext, 687
Davis, George B., 246
Declaration of Independence, 42
Desktop publishing, 674
Detroit Institute of Arts, 103
Dewey, Melvil, 825, 835
DIALOG: cost of, 809; and end user searching, 805-13
Diderot, Encyclopédie, 54, 76-78
Digital reproduction of watermarks, 92-98
Digital technology. *See* Image-transfer technology
Direct lighting, 334-35
The Directory of Library and Information Professionals, 681
Directory of Microcomputer Users in Libraries, 690
Directory of Regional Archival Organizations, 508
Dividers: used to measure rare documents, 48
Donations: at Mills College, 172-74; of rare books, 14-15
Dowlin, Ken, 456
Downs, Robert B., 243, 853, 857
Dylux method of reproducing watermarks, 45-46, 86

E

- EasyNet, 688-89
Education for Librarianship, 713
Eighteenth Century Short Title Catalogue, 115, 127-28, 131-32, 222; database, 120

- Electron microscope and rare document examination, 41-43; used with a camera, 44
Electronic publishing in libraries: 673-93; and bibliographic databases, 676-77; and CD-ROM, 684-85; and database vendors, 683; definitions of, 673-74; and desktop publishing, 674; and expert systems and gateways, 687-90; future of, 692-93; and integration of online resources and functions, 690-92; and numeric databases, 678; and product development lines, 685-87; publishing production of, 674-75; and referral databases, 677; and software publishing, 675-76; and text databases, 677-78; use of, 679-82; and value-added services, 683-84
End user searching, 805-13
Endowments: for rare book purchase, 190, 196-99
Energy dispersive X-ray fluorescence, 85-86; and analyzing ink and pigment composition, 102-05; description of method, 102-03
Environment and Behavior (Douglas), 368
Environmental psychology: and ergonomics, 371-73; and library design, 361-74; and privacy, 364-65; and proxemics, 365-67; and sociougal arrangements, 367; and sociopital arrangements, 367; and territoriality, 368-70
Equivalent Sphere Illumination, 330
Ergonomics: in library design, 371-73
ERIC, 808, 810, 811

F

- "Facing the Public," 844-45
Faraday, Michael, 25-26
Federal programs: in professional literature, 643
First folio (Shakespeare), 46
Fluorescent lights, 332
Folger Shakespeare Library, 341-42
Footcandle, 328

Foreign libraries: in professional literature, 645

Form Terms for Archival and Manuscript Control, 129

Frances Howard Goldwyn Hollywood Regional Library, 340-41

Frazer, Persifor, 28

A Freeman's Oath, 42

Funding for rare books, 12, 190-91, 196-204

Funding of public library buildings, 262, 264, 269, 423-53; costs per square foot, 446-47; and expenditures, 443-50, 451-52; and federal sources, 425, 427, 429-32, 450; and local sources, 424-25, 435-39, 451; private sources, 424-25, 439-43, 451; and state sources, 425, 432-35, 451

Fundraising: for public library buildings, 442-43; for rare books, 192

Furniture, 263; for library staff, 377-90; in school library media facilities 320-22; in special libraries, 312-15

Futuristic studies: in professional literature, 649

G

Gandert, Slade Richard, 247

Garrison, Guy, 436, 437

Gateway, 687-88

Gaylord ads, 835, 842, 846

Genre Terms, 129

George H. Beans Library (imprint), 86

Goldhor, Herbert, 437

Goodman Theatre Archives, 184

Government services: future of, 456-58

Gram-Rudman-Hollings. *See* Balanced Budget Control Act of 1985

Grant, Julius, 29-30

Guide to Reference Books, 703

"Guidelines for Authors, Editors and Publishers of Literature in the Library and Information Field" (ALA paper), 667-68

Gutenberg Bible, 41, 98, 102; chemical analysis of, 53-83; copies and fragments of, 68, 71-72

H

H.W. Wilson Company, 683, 684, 685

Handicapped facilities: in academic libraries, 295-96; in school libraries, 324

Handling: of rare books, 10, 12

Handman, Gary, 831

Harry Ransom Humanities Research Center (HRHRC), University of Texas, 236

Harvard University Gutenberg Bible: attempted theft of, 243

Harvard Zoology Library: thefts of rare books from, 243

Haselden, Reginald B., 29

Heawood, Ernest, 86

Helsinki University Library, 87

Hensen, Steven L., 497

"A Heritage Dismissed" (McReynolds), 840-41

The Hidden Dimension, 365

High-intensity discharge (HID), 332

Hill, Janet Swan, 613

Hinman, Charlton, 46

Hinman collator, 46-47

"How Do You Manage" (series), 839

I

IBM computers, 586, 588-89

IFLA. *See* International Federation of Library Associations and Institutions

Ilkley method for reproducing watermarks, 86, 87

Illuminating Engineers Society (IES), 330

"Image" (column), 832, 833, 834, 837

Image, Librarians': 825-51; according to Edmund Pearson, 826, 828; according to Lawrence Powell, 826-27; according to Melvil Dewey, 825; according to Pauline Wilson, 827, 828-29; in *American Libraries*, 829-37, 847, 848; depicted in ads, 834-36, 842-43, 844; depicted in columns and articles, 832-33, 839-41, 844-45, 847; depicted in drawings and photographs, 831-32, 841-42, 846; depicted in editorials,

830, 838, 844, 845; depicted in journal covers, 830, 838, 846; depicted in letters to the editor, 833-34, 841; in *Library Journal*, 837-43, 847, 848; in *Wilson Library Bulletin*, 843-47, 848

Image-transfer technology: use in special collections, 121

Incandescent light, 331-32

Independent Research Libraries Association (IRLA), 110, 115, 132-33; proposals for final report, 133-38

Indirect lighting, 335-36

iNET 2000, 689-90

Information resource management (IRM), 300, 304-05

Information retrieval: in professional literature, 636, 650

Information Science Studies, 714

Ink: chemical homogeneity of, 64; and proton milled probe analysis, 66-74; techniques for analysis of, 99-105. *See also* Manuscript ink; Typographical ink

Institut für Kern-und Strahlenphysik, 82

Integrated Services Digital Network (ISDN), 467

Interlibrary loan: requests from library practitioners, 765-82

International Federation of Library Associations and Institutions (IFLA), 130-31

Introduction to Cataloging and Classification (Wyman), 717

Introduction to Cataloging and Classification (Mann), 716-17

An Introduction to Library Science (Butler), 712

Introduction to Reference Work (Katz), 717

IRLA. *See* Independent Research Libraries Association

IRM. *See* Information resource management

ISDN. *See* Integrated Services Digital Network

Isolation: of rare book librarians, 143-44, 154-55, 161

J

Jenkins, John: and BAM-BAM, 248; on book thieves, 244-45; identifying stolen books, 246

John Carter Brown Library, 86

John Crerar Library: thefts of rare books from, 244, 252, 253-54

Joint Committee on AACR2, 541

Joint Committee on Specialized Cataloging, 541-42

Journal of Academic Librarianship, 769, 770, 781

Journal of the American Society for Information Science, 596

Journals for the library profession: 660-63; changes in, 662-64; and editing practices, 666-68; and the influence of technology, 668-69; specialization of, 661-62 *See also* Literature for the library profession

K

Kidd, J. Roby, 465

Kilgour, Frederick, 719

Knowledge Information Processing Systems (KIPS), 455

Kusko, Bruce, 73

L

Lacy, Rev. Craig Dwaine, 246

Lahanier, Christine, 82

Lancaster, F. Wilfrid, 458

Letters sur l'Egypte (Savary), 76

Lewis, William, 25

Librarian/Author, 665

Librarian in Search of a Publisher, 665

"Librarians as Enemies of Books" (Adams), 9, 10

Librarians' Image. *See* Image, Librarians'

Librarians of rare books. *See* Rare book librarians

Libraries: future trends in, 458-73

Library and Archival Security, 247

Library and Information Literature Membership Initiative Group

- (LIL'MIG). *See* Library and Information Science Literature Task Force of Library Research Round Table (LILT)
- Library and Information Science Journals and Serials: An Analytical Guide*, 665
- Library and Information Science Literature Task Force of Library Research Round Table, 665
- Library and Library-Related Publications*, 664
- Library automation: in professional literature, 636, 637-41
- Library finances: in professional literature, 644
- Library history: in professional literature, 651
- Library Journal*, 635; and current awareness articles 734-36; and information on funding, 426, 429, 431, 433, 435, 436, 438, 440, 442, 443, 450; and librarians' image in, 837-43, 847, 848
- "Library Life," 833
- Library Literature*: 660; articles on library security in, 247
- Library literature. *See* Literature for the library profession; Literature for the library practitioner. *See also* Publishing, library
- Library management: in professional literature, 636, 641
- Library Management* (Stewart and Eastlicke), 717
- Library networks: in professional literature, 637, 645
- Library of Congress: and standards work, 110-11, 118, 132-33, 134, 135-38
- Library of Congress Manuscript Division, 540, 541
- Library of Congress Name Authority Cooperative Program, 120, 550
- Library publishing and curriculum: 709-23; current works in, 715-17; and curriculum change, 715-16; early work in, 710-13; and growth of, 719, 720; and library presses, 713; and selection of materials, 717-18; and serials, 713-14; and specialization, 715, 718-19
- Library publishing in the third world: 741-63; in Argentina, 755; in Brazil, 754-55; in the Caribbean, 756-57; in Central America, 756; in East Africa, 752; in India, 742-44; in Indonesia, Singapore and Malaysia, 745; in Korea, 746; in Mexico, 755-56; in Middle East, 753; in Nigeria, 749; in Pakistan, 744-45; in the Philippines, 746; in Sierra Leone, 752; in South Africa, 750-52; in South America, 756; in South Pacific, 745-46; in southern Africa, 752-53; in Taiwan and the People's Republic of China, 746-47; in Thailand, 745
- Library Quarterly*, 712
- Library Science Text Series, 713
- Library Trends*: authorship of, 854-56; comparison of early and late issues, 859-67; "Conservation of Library Materials" issue, 861-63; "Current Trends in Reference Services" issue, 863-65; descriptive study of, 853-69; "Research in Librarianship" issue, 865-67; subject content of, 856-57; volume indexes of, 867
- Lighting in libraries, 263, 323-34, 327-49, 356, 385; and daylight, 331, 342-43; and direct lighting, 334-35; examples of, 336-42; future of, 347-48; and indirect lighting, 335-36; physical properties of, 328-30; planning for, 343-47; sources of, 330-33
- Lindstrand, Gordon, 47
- Lindstrand Comparator, 47
- Linked Systems Project (LSP), 122
- Literature for the library practitioner, 785-803; and acquisition of resources, 802; at the Chicago Public Library/Chicago Library System Professional Library, 786-802; citation sources, 776-79; reasons for

- use of, 788-91; and research projects, 798-99; resources for, 791-92, 794-98; seen in interlibrary loans, 765, 766, 767; and selection of resources, 799-802; subjects requested, 768-69, 772-76, 778; and types of librarian, 776, 781
- Literature for the library profession, 633-56, 695-707; and best sellers, 699-700, 701, 702-03, 705-06; and ALA, 697, 699-700; obtained through ILL, 765-82; prices of, 702; and research methodology, 633-36; subjects in, 636-54; and titles for "current awareness," 725-38; types of, 696, 698-99. *See also* Journals for the library profession
- Louvre Museum, 82
- LSCA Title II funds, 268, 269, 424, 429, 430-32, 434, 448, 450
- LSP. *See* Linked Systems Project
- Lumen, 328
- Lynch, Mary J., 832
- Lytle, Richard, 617
- M**
- MacDonald, Angus Snead, 440
- Machine-Readable Cataloging-Archival and Manuscript Control. *See* MARC AMC
- Manley, Will, 844-45
- A Manual of the Study of Documents*, 28
- Manuscript ink: chemical analysis of, 65, 72-74
- Manuscripts: deteriorating paper of, 31; preservation of ink on, 25; scientific impact on preservation of, 23-28. *See also* Rare book librarianship; Special collections
- Manuscripts and Documents: Their Preservation and Restoration*, 31
- Maps: techniques for dating, 85-105
- MARBI. *See* ALA's Committee on Representation in Machine-Readable Form of Bibliographic Information
- MARC AMC (Machine-Readable Cataloging-Archival and Manuscript Control), 496, 502, 504-05, 513, 519, 521-22, 529, 540, 556-57, 562, 569, 619; and AMC RECON Project, 574-75; and authority searching, 577-78, 580, 581-82; and cost of conversion to, 573-83; and retrospective conversion, 575-76, 581-82; and use on microcomputer-based local systems, 585-92
- MARC Archival and Manuscripts Control. *See* MARC AMC
- Marketing: of software, 602, 604
- Markey, Karen, 611
- Martin, Lowell, 464
- Mason, Marilyn Gell, 465
- McCormick, Edith, 832
- McCorrison, Marcus A., 110
- McCrone Associates, 73-74, 102
- McLeod Collator, 47
- McLeod, Randall, 47
- McReynolds, Rosalee, 840-41
- Means, David C., 855
- Mechanical systems, 263, 351-60; and acoustics, 358; and air quality, 356-58; and climate controls, 358-60; and lighting, 356; planning for, 352-54; and raised floors, 355
- Meckler Publishing, 661, 669
- Mehrabian, Albert, 368-69
- Mercury vapor lamps, 332-33
- Metal halide lamps, 333
- Microcomputers: and use of MARC AMC format on local systems, 585-92; use in special collections cataloging, 119
- Microfilming of special collections, 223-24
- MicroMARC:amc, 563, 587-88
- Micrometer calipers: used to examine rare documents, 48
- Microscope, electron. *See* Electron microscope
- Microscope, optical. *See* Optical microscope
- Mills College Special Collection: in the academic context, 175-76; development of, 173-75; formation of, 172-73

- MIT Enterprise Forum, 602
 Mitchell, Charles Ainsworth, 29
 Modular workplaces, 384-85, 387-89
 Mommsen, Hans, 82
 Morningside Branch Library, 415-17
 "Morrow's Library" (pamphlet), 440
 Mull, James Wilson, 244, 245-46
 Murray, John, 26
 "My Favorite Reference and Adult Service Professional Sources" (Davis), 714
 NAGARA. *See* National Association of Government Archives and Records Administrators
 Nagy, Béla, 103
 Name authorities: for rare books and archives, 120, 137, 550
 NARA. *See* National Archives and Records Administration
 National Archives and Records Administration (NARA), 508-09, 562-63
 National Association of Government Archives and Records Administrators (NAGARA), 507
 National Endowment for the Humanities Research Collections Program, 215, 217, 218; automation project, 224-25; bibliographic project, 222-23; cataloging project, 219-21; conservation project, 223-24
 National Historical Publications and Records Commission (NHPRC), 554
 National Information Systems Task Force (NISTF), 504, 521, 554-55, 558
 National Union Database of Rare Books, 123
 Needham, Paul, 70, 71
 Neighborhood History Research Collection at Chicago Public Library, 183
 Nelson, Milo, 843, 845, 846-47
New Directions in Library and Information Science Education (Griffiths and King), 716
 Newberry Library, 87, 102; thefts of rare books from, 244, 254
 Newsletters, 730-32, 797
 NHPRC. *See* National Historical Publications and Records Commission
 NISTF. *See* National Information Systems Task Force
 Northwestern University Archives: and the AMC RECON Project, 579
 Novacco, Franco, 87
Nuclear Instruments and Methods, Papers of the Bibliographical Society of America, 70
 Numeric databases, 678
- O**
- Oberlin College Library: Conference on Library Theft, 248; thefts of rare books, 242-43
 OCLC, 111, 118, 122, 520, 560-61, 586
 OCLC LINK, 689-90, 691
 Online Computer Library Center. *See* OCLC
 Online databases. *See* Databases, online
 Online Public Access Catalog (OPAC) for archives, 609-23; and call number searching, 611-13; and reference coding and classification, 614-21; and subject searching, 609-11; in the Wallace Archives, 613-19
 OPAC. *See* Online Public Access Catalog
 Optical microscopes: and rare document examination, 43-44
 Organization of rare book collections, 14
 Original Equipment Manufacturer, 604-05
 Osborn, Albert S., 28-29
 Osmond, Humphry, 367
 Output measures, 263-64; and collection development, 394-96; and facilities planning, 392-94; and hierarchies of use, 396; and technological developments, 396-98
Output Measures for Public Libraries, 413

P

- Panel systems, 388
- Paper: analysis of, 42-43; and chemical analysis, 75-79; deterioration and preservation of, 25-27, 31, techniques for dating, 86-99; various researchers of, 75
- "Paper: The Conservation of Meaning" (symposium), 236-37
- Paper Publication Society, 86
- Papers of the Bibliographical Society of America, 70, 71
- "Papyrus Erzherzog Rainer," 28
- Parchment: chemical analysis of, 79
- "Paris Principles," 546-47
- Particle induced X-ray emission, 54, 85-86; and analysis of air pollutants, 56; and dating old maps, 98-99; and dating printing inks, 102-05; description of method of, 98; method and equipment of, 55-64; use in analysis of Gutenberg Bible, 53-83
- Pearson, Edmund Lester, 826, 830, 832
- Personal space. *See* Proxemics
- Personnel, Library. *See* Librarians, rare book
- Pierian Press, 661, 669
- Pigment: chemical analysis of, 79
- PIXE. *See* Particle-induced X-ray emission
- Planning for the Archival Profession: A Report of the Society of American Archivists Task Force on Goals and Priorities*, 523, 527, 532
- Plotnik, Art, 829-30, 831, 834, 836-37
- Polaroid CU-5 Close Up Camera, 44
- Post occupancy evaluation, 354, 393-94
- Powell, Lawrence Clark, 826
- Practical Hints on Decorative Printing*, 26
- Prefab and portable libraries, 407-08
- Preservation of rare books, 11, 117, 177-78; and conservators/curators cooperation, 229-39; publication about, 31-32; scientific applications of, 23-38; training for 231-33
- Pressurized sodium lamps, 333
- Privacy: and library design, 364-65
Privacy and Freedom, 364
- Privatization, 457-58
- ProCITE, 687
- ProSEARCH, 687
- Proton milliprobe. *See* Particle-induced X-ray emission
- Proxemics: and library design, 365-67
- Public libraries: future trends in, 464-73; in professional literature, 644, 637
- "Public Library Construction 1965-1978," 431
- Public Works Employment Act of 1976 and 1977: and the Local Public Works Program, 430
- Publishers catalogs, 697, 698-99, 700-01, 704
- Publishing, library. *See* Library publishing and curriculum; Library publishing in the third world; Electronic publishers in libraries
- Publishing topics: in professional literature, 637, 650
- Putna, Joseph, 244, 245, 252, 253-54

R

- Rader, Joe, 696
- Raised floors, 355
- Rare Books and Manuscripts Section (RBMS) of the Association of College and Research Libraries (ACRL) Division of the American Library Association (ALA), 5, 234; security committee guidelines of, 247, 249
- Rare Book and Manuscript Section Standards Committee, 110-12, 115, 118, 129, 133, 221; final report, 133-38, 221
- Rare book librarians: and career paths, 146-53; collection building versus managers, 144-46; as conservators, 153-54; as leaders, 163; as opposed to curators, 165-68; in teamwork, 161-62; training of, 12-13; use of outside specialists, 162-63

- Rare Book Librarianship: issues of, 9-16; as a profession, 9, 141-56; trends in, 158; in universities, 157-69
- Rare books: accessibility to, 11-12, 160-61; adequacy of funding, 199-204; acquisitions policies, 15; authenticating techniques and equipment 40-48, bibliographies of, 222; cataloging of, 14; expenditures, 190, 193; facilities for, 159; and fundraising, 192, 204-06; funding sources, 190-91, 196-99; growth of funding, 201-04, 208-09; handling of 10, 12; organization of 14; as part of material budget, 193-94; preservation of 11, 117, 177-78; purchase of 160, 189-213; security of, 11, 241-55; and support groups, 206-07; weeding of, 14; in university libraries, 157-69
- Ray, Gordon, 160
- RBMS Standards Committee. *See Rare Book and Manuscript Section Standards Committee*
- Rearrangement of library facility, 401-02
- Reference services: in professional literature, 637, 645, 773, 776
- Reference tools: for the practitioner, 794-96
- Referral databases, 677
- "Research in Librarianship," 865-67
- Research Libraries Group (RLG), 507, 560, 562; database of, 561
- Research Libraries Information Network (RLIN), 111, 118, 121-22, 553, 559-60, 586, 597. *See also* RLIN AMC
- Resource sharing: in professional literature, 643
- Revenue sharing funds, 430, 451
- RLG. *See* Research Libraries Group
- RLG Standard, 574-75
- RLG Task Force on Archives, Manuscripts and Special Collections, 568
- RLIN. *See* Research Libraries Information Network
- RLIN AMC, 562, 564
- Rochell, Carlton, 458-59
- Royal Society of Arts Committee on Deteriorating Paper, 27
- Rutkowski, Hollace A., 716

S

- SAA. *See* Society of American Archivists
- Sager, Don, 464
- San Juan Capistrano Regional Library, 336
- Savage, William, 25-26
- Scanning electron microscope. *See* Electron microscope
- Schellenberg, Theodore, 495, 497
- School library media facilities, 263, 317-25; automation in, 321-22; circulation desk in, 319-21; collections in, 320, 323; and the handicapped, 324; lighting of, 323-24; planning of, 317-18; satellite access in, 322; security systems in, 322; shelving in, 323; signage in, 323; use of, 318-20
- Scientific Aids for the Study of Manuscripts*, 29
- Scientific impact on rare books, 23-38; and deterioration of paper, 25-27, 31; 18th and 19th century investigations, 24-28; in the research lab, 31; 20th century investigations, 29-33. *See also* Authenticating techniques and equipment
- Security: in academic library buildings, 295; in public library buildings, 281-82; in school media facilities, 322
- Security of rare books, 11, 241-55; conferences on, 246-49; and major thefts of, 243-55; and marking ownership for 252-53; and methods of theft prevention, 246-55; and rare book librarians, 143-44; staffing considerations for, 251-55
- Seeley G. Mudd Library, 337-38
- Selection: of library materials, 799-800, 801-02

- Selection of Library Materials in the Humanities, Social Science, and Sciences*, 718
- Selective Permutation INDEXing.
See SPINDEX
- SEM. See Electron microscope
- Serials: in professional literature, 643
Series in Library Education, 713
- Service desks: chairs for, 378; terminals for, 380-81. See also Circulation desks
- SGML. See Standard generalized markup language
- Shakespeare, William: First Folio, 46
- Shelving, 414-15. See also Compact shelving
- Shinn, James, 242-43, 254
- Simple Library Cataloging*, 712
- Society of American Archivists (SAA), 502, 505-07, 513; Archival Security Program, 248, and security programs, 247
- Society of American Archivists Education Directory*, 510
- Society of American Archivists Task Force on Goals and Priorities, report of. See *Planning for the Archival Profession: A Report of the Society of American Archivists Task Force on Goals and Priorities*
- Software development for archives, 593-607; and archivists, 595-96; and competition, 603; and finance, 604; and the information environment, 594-97; and marketing of software, 602, 604-05; and operations, 603-04; problems of, 605-06; and text based management system, 598-602
- Software publishing, 675-76
- Source databases, 680-81
- Space planning, 400-04; and output measures, 261, 391-98. See also Output measures
- Space utilization: in public library buildings, 411-21
- SPEC Kits, 769
- Special collections: bibliographic control of, 109-24; at Chicago Public Library, 180-84, 186; at college libraries, 171; federal funding programs for, 215-27; at Mills College, 172-76; operations of, 142-42; standards for, 109-12, 115-17, 125-39; student contact with, 177; used by 171-72. See also Rare books; Rare book librarianship
- Special collections in public libraries, 180-88; exhibitions of, 184; facilities of, 180, 185; and patrons, 181; as research function, 185; role of, in library, 185-86; staffing of, 184-85; and subject collections, 182-84
- Special libraries: growth of, 300-01; and information resource management, 300, 304-05; and online and telecommunications, 301-05; organization within company, 299-300; in professional literature, 649; and systems concept, 306-12
- Special Libraries Association: opportunities for archivists, 509
- SPINDEX, 521
- St. John's Seminary, 98
- "Standard Elements for the Description of Archives and Manuscript Collections," 555
- Standard generalized markup language (SGML), 675
- Standards: 797; for archival descriptions, 542-43; for archival profession, 511-12, 513
- Standards for special collections: for access points, 132-38; for bibliographic description, 129-32; and bibliographic utilities, 117-18; and copyrights, 120; development of, 110-12, 113-15; goals for, 115-24; and image-transfer technology, 121; lack of, for access, 128; lack of, for identification, 126-28; and Library of Congress, 118; and microcomputers, 119; and national research tools, 121-23; problems of, 109-10, 112-13
- Stanford University: thefts of rare books from, 244, 254
- State and Local Fiscal Assistance Act, 430

Stereotype and Status, 827, 832, 841
"Store fronts," 407
Stories, Songs, and Poetry to Teach Reading and Writing, 702-03
"A Study of Public Library Bond Issue Campaigns in the State of California During the Period 1945-1962," 437
SUNY-Buffalo: and the AMC RECON Project, 580, 581
"Survey of Public Library Building Facilities, Fiscal 1963-64," 425

T

TBMS. *See* Text based management system
Technical service operations in professional literature, 649
Technology: in professional literature, 636, 637-41
TEM. *See* Electron microscope
Territoriality: and library design, 368-70; definition of, 368
Text based management system, 598-602
Text databases, 677-78
Training: of rare book librarians, 12-13
Training for Library Service (Williamson), 711
Training for Library Work (Williamson), 711
Transmission electron microscope. *See* Electron microscope
Typographical ink: chemical analysis of, 66-72

U

UIUC. *See* University of Illinois at Urbana-Champaign
Ulrich's International Periodicals Directory, 660
Ulrich's Irregular Serials and Annuals, 660
Ultraviolet light: and rare documents, 47
UNIMARC, 529
University of California: thefts of rare books from, 243

University of California, Davis, 53, 54, 98, 102
University of Illinois at Urbana-Champaign (UIUC), Illinois Research and Reference Center, 766, 767
University of Illinois Library: thefts of rare books from, 243
University of Michigan Law Library, 341
University of Texas at Austin, 236
University of Wisconsin: study of watermarks on maps from, 87-98
University of Wisconsin, Center for Remote Sensing, 92

V

Value Added Resellor (VAR), 604
Vatican Library: thefts of rare books from, 243
Vellum: chemical analysis of, 65
Video display terminals: equipment for, 385-86; lighting for, 345, 385; at service desks, 380-82; in staff areas, 382-83
Vinland Map, 102; chemical analysis of ink on, 73-74
Virginia Military Institute: thefts of rare books from, 246
Visual Comfort Probability, 330

W

Walch, Timothy, 247, 248-49, 251
Wallace Archives. *See* Claremont College, Honnold Library, Wallace Archives
Wallace, Irving, 614
Walsh, Robert R., 243
Watermarks: techniques for dating, 86-99; methods of studying, 44-46
Weeding, 414; of rare books, 14
"Who We Are" (series), 833
Wiesner, Julius, 28
Williamson, Nancy, 612
Wilson Library Bulletin: 734-36; and librarians' image in, 843-47, 848
Wilson, Pauline, 827-30, 832, 841
"Winston the Librarian," 840
Winterthur Museum, 103-04

Wise, Thomas, 85
Workstations: 378-89; lighting in,
345; in special libraries, 314
Wroth, Lawrence, 166-67

Y

Yale University: thefts of rare books
from, 244

Z

Zipfian distribution, 855, 867

Procedures for Proposing & Guest Editing an Issue of *Library Trends*

Scope

Library Trends focuses on library and information science topics of interest primarily to practicing librarians and information scientists and secondarily to educators and students. The style and tone of this quarterly are formal rather than journalistic or popular. *Library Trends* issues review the literature, summarize current practice and thinking, and evaluate the directions practice is taking. Papers must represent original work, published for the first time in *Library Trends*. Extensive updates of previously published studies are acceptable, but revisions or adaptations of published work are not sought.

Processes of Proposing and Publishing

An issue editor proposes the theme and scope of a new issue, draws up a list of prospective authors and articles, and provides short annotations of the articles' scope or else gives a statement of the philosophy guiding the issue's development. The issue prospectus is examined by the Graduate School of Library and Information Science (GSLIS) Publications Committee and requests for clarification or modification may be made before the prospectus is approved.

Once the prospectus is approved by the GSLIS Publications Committee, the issue will be scheduled for publication and the issue editor begins by inviting authors to write for the issue. The Publications Office will alert the authors to issue deadlines and will send them "Instructions for *Library Trends* Authors." The issue editor also will be sent a copy of the instructions along with "Suggestions for *Library Trends* Issue Editors." The suggestions are culled from our experience in editing and dealing with questions raised by issue editors and authors. Included are the typical stages an issue passes through; responsibilities of the issue editor; the responsibilities of the Publications Office editorial staff; and the typical timing of the writing, editing and production stages. Generally, it takes 1-2 years from proposal to publication.

Soliciting Readers' Ideas

We publish *Library Trends* using theme suggestions of GSLIS Publications Committee members and our readers. We welcome ideas for issues and for writers that our readers would like to hear from. We also encourage readers to volunteer to be issue editors or to suggest others who may be willing. Please write us with your ideas or inquiries: GSLIS Publications Office, University of Illinois, 249 Armory Building, 505 E. Armory Street, Champaign, IL 61820 or call: James Dowling (Managing Editor) at 217/333-1359 or F.W. Lancaster (Editor) at 217/333-3280.

Library Trends

Forthcoming numbers are as follows:

Summer 1988, *Library Service to Youth: Preparing for the Future.*

Editor: Linda Waddle, High School Librarian, Cedar Falls High School, Cedar Falls, Iowa.

Fall 1988, *Linking Art Objects.* Editor: Deirdre Stam, Assistant

Professor, School of Information Studies, Syracuse University, Syracuse, New York.

Winter 1989, *Contemporary Technology.* Editor: Beth Paskoff,

Science Bibliographer, Troy H. Middleton Library, Louisiana State University, Baton Rouge, Louisiana.

Spring 1989, *Human Response to Library Automation.* Editor:

Janice Kirkland, Head, Catalog and Serials Department, Bakersfield Library, California State College, Bakersfield, California.