



Polk Library News December 2008 - Issue 43

From the Director: Opportunities in Google Settlement
Pat Wilkinson, wilkinso@uwosh.edu

There are major opportunities for academic libraries, students, and scholars in the settlement reached by Google, the Authors Guild, and the Association of American Publishers announced in late October. The settlement is long and complex, covering a multitude of specifics. It will take some time before the full implications of the settlement are clear, but three things seem practically important to me.

First, pending court approval of the settlement, the Google Book Search (GBS) will continue without significant legal challenge. Just think: in four years, Google, in cooperation with major research libraries around the world, has digitized millions of books and has provided open searching of this incredible collection by keyword of the full-text of books. Then, depending on copyright status, they have provided different "views" of the material and downloading of the item if possible. Google has also provided linkage so users can find the material in a local library through OCLC's WorldCat or purchase it from a vendor. This is a revolution in accessing monographic materials in a very short period of time.

Second, Google will offer institutional subscriptions to its book database that will allow libraries to provide much more full-text of books online to their patrons. Unfortunately, this needs a little explanation. There are three categories of books in the GBS. One category is material in the public domain that can be shown completely in full-text. These books comprise about 20% of the database. Another category is material that is covered by copyright but is NOT commercially available (out-of-print). These books are 70% of the database. The remaining category is material that is covered by copyright and is commercially available. These books comprise 10%.

What does this mean? Simply, it means that libraries that have an institutional subscription will have full-text access to 90% of the books in the GBS. For example, Polk Library's authorized users could copy and paste parts of books, print the book in segments, place a link to them in electronic reserve or D2L, and make any "fair use" of this material for their teaching or research. When this is realized in less than five years, the impact of this access to full-text books will be dramatic.

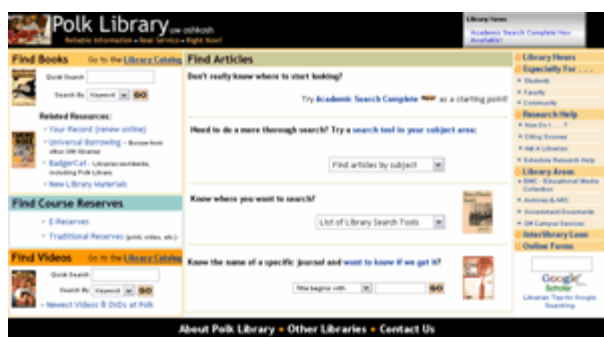
What will be the cost of this institutional subscription? No one knows yet. I am optimistic it will be "reasonable." Google has a history of developing applications for maximum use. I do not see why they would change their corporate strategy in this case. They also will be offering discounts for institutional consortia. This is the type of purchase that would make a great deal of sense for UW libraries. Also, UW-Madison has been an early library partner in the GBS. I hope that Madison's vision may help when UW System libraries negotiate pricing.

Third, Google will be creating a "research corpus" of its GBS database. This will be a boon to electronic scholarship. It will allow scholars to do "non-consumptive" research of the entire database. This means that scholars - who want to do computational, image, linguistic or textual analysis; different types of relational research; automated indexing or translation techniques

research - will have a massive and growing database with which to work. Certain types of scholarship that were not possible before at this scale will soon be an option.

Why does everyone pay so much attention to the Google Book Search project? It is not the only mass digitization project in the world, but it is mass digitization on steroids. In February 2007, Marissa Mayer, the Google VP in charge of the GBS, was quoted saying, "We think that we can do it all inside of ten years I think of Google Books as our moon shot." (1) Google may not be able to scan ALL books in the next eight years, but they're on track to come pretty darn close.

1. Jeffrey Toobin, "Google's Moon Shot: The Quest for the Universal Library," *The New Yorker* (5 February 2007), p. 30.



What Would You Like to See on the Library Website?

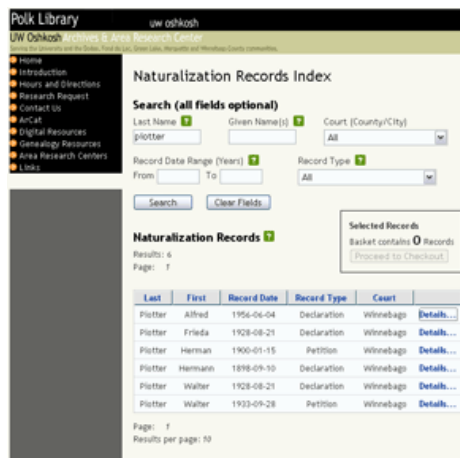
Maccabe Levine, levinem@uwosh.edu

In the week prior to my writing this, over 6000 people visited the library's main website, several times each on average. What did they, or you, come looking for? Did you find it? Was the experience as easy as it should have been?

Polk Library is beginning an effort to identify how its patrons use the services that we offer, and to figure out how technology might be used to make them better. Services that we currently offer in separate places, such as finding books you've borrowed via Interlibrary Loan or Universal Borrowing, might be improved with a single place to view (and renew!) both. Common difficulties that students encounter, such as locating a particular book by call number in the stacks, could be eased by new tools such as a "your book is here" map integrated into the online catalog. Services that we offer only by request, such as creating a library resources page for your particular course, could be done automatically for every class in the university based on departmental defaults, and be easily customized by the instructor without any HTML knowledge. (Hint: this one is coming soon.)

Over the coming months, I'll be looking for input from students, faculty, and others in a variety of ways. In the meantime, please email me at levinem@uwosh.edu with any suggestions you have on creating or improving our electronic services. All ideas welcome, no matter how big (or small). The more feedback we get from the community, the better we'll be able to prioritize which projects we get to first. Thanks for sharing!

Naturalization Index Now Online
Joshua Ranger, ranger@uwosh.edu



In a great expansion of access to Polk Library's unique collection of genealogical records, the UW Oshkosh Archives and Area Research Center has added a [fully searchable naturalization index](#) to its website. Developed by Polk Library's Emerging Technologies Librarian, Maccabee Levine, the index allows researchers to search over 25,000 entries of immigrants who sought to become U.S. citizens in the circuit courts of Green Lake, Marquette, and Winnebago counties. This index is the first of its kind in Wisconsin and will be added to in the next year with entries from Dodge County, and later, Fond du Lac County.

The index features flexible searching options and the ability to order copies directly from the results page. The application expands access to our unique research collections to what has become truly a worldwide audience, and it makes our own research services more efficient. With the application has come a new fee structure that charges very modest fees for copies of these records.

Future projects will include indexes to historical civil court and probate records, making Polk Library the leader in the UW System in providing this important online service to the insatiable appetites of modern genealogists. For over 50 years UW Oshkosh has been home to the Area Research Center, a Polk Library-operated branch of the Wisconsin Historical Society's archives division.

Begin your search for your Green Lake, Marquette, and Winnebago county ancestors today at: <http://www.uwosh.edu/archives/naturalizations/>.

Polk Library News

Happy Anniversary, Polk Library
News Online
Renee Buker, bukerr@uwosh.edu

The online version of Polk Library News is 10 years old this year! A lot of changes have happened since its debut issue in September 1998, still available online at <http://www.uwosh.edu/library/news/1998/sept98.html>.

Pat Wilkinson, then Assistant Library Director for Public Services and now Library Director, wrote an informative article entitled, [Why the World Wide Web?](#), which explained to faculty and staff the

value of moving the library's article databases from Telnet and CD-ROM products to a web format. (Cynthia Huebschen wrote an article listing some of these databases being switched to the World Wide Web.) Sarah Neises announced the brand-new [Hands-On Library Instruction Lab](#), an instructional computer lab that has since seen the library's instruction program grow from 124 classes in Fall 1998 to 150 classes in Fall 2008. Some of you may recognize names you haven't seen for a while - John Berens, Mary Keefer, and Gerald Krueger, who have all since retired. You may also recognize, in the [People](#) section, the hiring announcements of several long-time staff members at Polk, including Joshua Ranger and Marisa Finkey.

For more of a blast from the past, you can find the entire issue, as well as other past issues of Polk Library News, at this address: <http://www.uwosh.edu/library/news/previous.html>

Mi Taza @ Polk
Jeanne Foley, foley@uwosh.edu



Through library surveys, you said you wanted coffee in Polk Library. So, Polk Library and Reeve Union have worked together to run a trial branch of Mi Taza in the library through Dec. 11th. Quantity purchased will be the deciding factor if Mi Taza will be back for the Spring '09 Semester. Please send any comments about the coffee service to [Jeanne Foley](mailto:foley@uwosh.edu).

Go Ahead - Judge Our Books By Their Covers!
Jeanne Foley, foley@uwosh.edu

Do you judge a book by its cover?

If you miss seeing the covers on Polk's books with succinct abstracts, author photos and short bios, then we have good news for you! As of October 1st all **new** Polk library books will include book jackets.

Terrific, you say, but why wasn't this always the case?

Once upon a time, many years ago, book jackets were preserved and encased in a transparent mylar jacket and taped to the book. Mylar, tape and staff time came at a cost. When the plentiful

60s budgets became tighter in the 70s, 80s, 90s and 00s (with no end in sight), one of the many moves to save library supplies dollars and staff processing time was to stop processing book jackets.

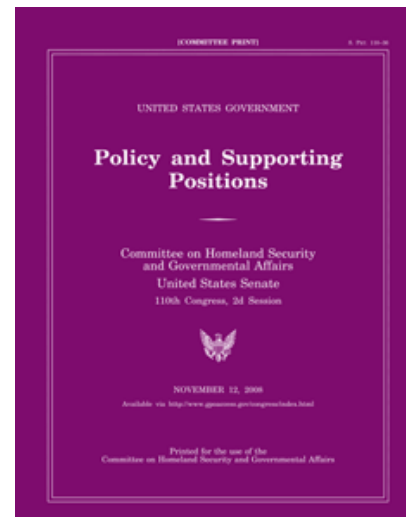
Now before you think the budget of yesteryear has been restored, here is the plain, unadorned fact. You will not find the new covers covered with mylar, nor will they be taped to the book. The covers will have a duplicate call number affixed and will stay with the book until they either get torn or go missing.

Enjoy them in all their splendor on the "new book" shelves across from the Circulation counter.



*New books without book jackets (left), compared to books *with* jackets (right)*

Government Document News: "Plum Book" Online
Mike Watkins, watkins@uwosh.edu



After every presidential election, the United States Congress releases a publication that is a listing of all the appointed positions in the current presidential administration. The official title of this publication is *United States Government Policy and Supporting Positions*. It is estimated that there are over 8,000 positions listed in the latest release. The appointments include legislative and executive agency positions.

The "Plum Book," which derives its nickname from the distinctive color used on its cover, was released on November 12 and has been made available online as a pdf document at http://www.gpoaccess.gov/plumbook/2008/2008_plum_book.pdf. The pdf can be readily navigated

using the bookmarks provided. It is arranged by branch of government and alphabetically by the name of the agency thereafter. The information provided for each entry includes position location, position title, position holder (name of incumbent), type of appointment, pay plan (government), pay level, tenure and expiration date. There are an estimated 3,000 political (PA) appointments listed in the directory. An HTML version and a table of contents providing smaller sections of the pdf version can be found at <http://www.gpoaccess.gov/plumbok/2008/index.html>.

Take a look at this document by browsing through its pages. It is interesting to see how many of the listed positions we may be individually qualified for.



Magazines in the Browsing Room
Leah Bruckner - Student Coordinator, Browsing Room

Looking for a non-academic magazine to read? You may want to check out the Browsing Room at Polk Library. The Browsing Room has a wide variety of magazines on such topics as hunting, health, fashion, and current issues. Stop in and browse through the magazines collection.

- Cosmopolitan
- Entertainment Weekly
- Esquire
- Glamour
- Health
- In Style
- O The Oprah Magazine
- Outdoor Life
- Redbook
- Rolling Stone
- Seventeen
- US Weekly
- Vanity Fair
- Vogue
- Wisconsin Sportsman

Enjoy the read!

Remember to Renew Your Library Books



Reminder for the end of the semester: Polk Library materials can be renewed in two ways. You can bring them to the Circulation Desk in the library, or you can renew them online. To renew online, see the instructions below. Some restrictions may apply. If you have any questions, please contact Jeanne Foley at x7315.

To Renew Items Online:

- Go to the library's web page (<http://www.uwosh.edu/library/>).
- Select "Your Record" in the upper left box.
- Log into your account with your 16-digit TitanCard number and your last name.
- Select the titles you want to renew.
- Click on the renew button.
- Check the screen to see if all the titles have been renewed. (Important!)
- Write the new due date on the card in the pocket inside the book's back cover.
- Then log out of your account (top of screen).

You can also renew most UB books for one renewal.

Good luck with the remainder of the semester.

Spotlight on Reference
Cynthia Huebschen, huebschc@uwosh.edu



Two recent additions to Polk Library's reference collection -- you can find these in Polk 101, 1st Floor South:

What People Wore When: A Complete Illustrated History of Costume from Ancient Times to the Nineteenth Century for Every Level of Society

Call number: Ref. GT 511 .L474 2008

This is one of several recent editions in this subject area, in response to an increasing number of class assignments asking students to learn about daily life in various historical periods. Color drawings depict clothed figures from head to foot, with descriptions of the clothing. For most periods, men's clothing is more frequently represented. Some images include a description of the original source of the illustration (illuminated manuscript, etc.). The arrangement is generally chronological, then by region. There are separate sections at the back which cover particular types of clothing in more detail, including neckwear, headwear, belts and bags, footwear, and hairstyles.

The 50 States

Call number: E 180 .A15 2007

This large volume is alphabetical by state. For each state, it gives basic facts, including when its constitution was adopted, the meaning of the state's name, motto, highest and lowest points, and state song. Each has a section on history; a timeline; list of counties (with population); major cities; brief demographics (marriages, infant mortality, personal income, etc.); lists of governors; land use; expenditures; crime rates and prison populations; and health insurance coverage. As in *Statistical Abstract*, the original sources for the figures are given under each table, allowing readers to search for updated statistics if desired. Various maps are included.

Staff Highlights

- **Sarah Neises**, Head of Information and Instructional Services, participated in a panel presentation entitled "Serving Patrons' Information Needs 24/7 - the Role of Virtual Reference" at the 2008 Wisconsin Library Association Conference in Middleton, Wisconsin. Sarah spoke about the positive feedback received from students through the 2008 LibQual survey regarding the 24/7 chat reference service provided by Polk Library.
- **Joshua Ranger**, University Archivist, was interviewed by WBAY, Green Bay's ABC affiliate, for their November 20th newscast about the university's Black Thursday remembrance and multimedia display.
- **Joshua Ranger**, University Archivist, presented at "Hunting Your Ancestors", a one-day genealogy program offered at Reeve Union in November. The program was co-sponsored by Polk Library's Archives and Area Research Center, the Wisconsin Historical Society, the Fox Valley Genealogical Society, the Winnebagoland Genealogical Society, and the UW Oshkosh History Club.
- **Michael Watkins**, Government Information Librarian, presented a program about using the STAT-USA database, the USA-TRADE database, and EDGAR (SEC Database) at the Federal Depository Library Training Day held at the University of Wisconsin-Stevens Point Library on Friday November 14, 2008.
- **Michael Watkins**, Government Information Librarian, was recently elected Vice-Chair/Chair-Elect of the Wisconsin Genealogy & Local History Roundtable of the Wisconsin Library Association.

Polk Library News is a publication of [Forrest R. Polk Library](#), [University of Wisconsin Oshkosh](#).
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