HOW THE AUSTRALIAN INSTITUTE OF MARINE SCIENCE HANDLED ELECTRONIC JOURNAL SUITES

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Our Institute, like many others, pondered on how to deal with electronic suites of journals. The objective of this paper is to demonstrate how our library dealt with this issue and at the same time provide clients with improved mechanisms that would enhance their utilization of research materials regardless of format. The information collated here is a practical exercise on how we arrived at the decisions we made, the policy and procedures, tools and other considerations taken to achieve our objective.

The Australian Institute of Marine Science is situated approximately 50 kilometers (31 miles) from the nearest major town. The Institute has a reasonably large library strategically positioned in the centre of the building and located on two floors.

The Institute's journal collection is located on the mezzanine floor. It has no security and issues often go missing, so the introduction of the electronic journal was a blessing.

Initially the library, like most libraries, continued to purchase the printed journal issues and accepted the free online access. Over a number of years, discussions on electronic journals had taken place with library staff and researchers, but no clear collection policy

had been formulated, and consequently the library fell into the collection of electronic journals rather than having a strategic collection policy. Commenting on the transition, from print to electronic, Fowler (2004) identifies a number of issues ... "the financial implication of the cautious migration from printed to electronic journals is just one area that the serials vendor - uniquely placed between publisher and librarian - observes. Inextricably linked to this are management challenges facing libraries, [such as] licensing issues, pricing models and access routes."

The Australian Institute of Marine Science implemented the Horizon library system in 1996; this encouraged the use of electronic resources because it (Horizon) provided seamless access to the World Wide Web.

The increased demand for electronic journal access intensified as did the expectations of the researcher for instant delivery. As a consequence the technology provided both threats and opportunities to the library and the librarian. In this case the threat, or perceived threat, was the dislocation of the client base from the physical library environment. The opportunities presented were the development of new skills for the librarian, such as better knowledge of emerging library technologies, and the need for more professional marketing and negotiation skills.

The changing culture had truly begun, suddenly the expectations of the researchers became greater and the demand for instant service increased. In order to try to provide the types of services now demanded, the library put forward a proposal to the Senior Executive Committee. This proposal required funding for the purchase of an electronic journal collection.

The selection criteria that apply to paper journals apply to electronic journals. They must be appropriate for the collections, support the research activity of the Institute, and be of a scholarly nature or likely to advance scholarly research. The obvious candidates were electronic versions of paper journals to which the Institute subscribes. We started small with several suites of electronic journals, Blackwell – Synergy, Academic Press – IDEAL, and Wiley. An A -Z list of titles was created for the Intranet and, where possible, linked search tools to the journals (i.e. CSA linking) as well as continuing to maintain the print collection. The library catalogue only held links where there was a print and online version.

The library staff were concerned that researchers only utilised the A-Z listing and few other library resources. It was assumed that the researchers used CSA (Biological and Medical Sciences), PubMed, publishers' search tools (Blackwell etc.) and Internet search engines. Subsequent surveys show that this assumption is correct. Not all staff were proficient at using the search tools, this would only become apparent when they had given up searching for relevant research materials and mentioned in passing that the Internet and sources provided by the library were hopeless.

We pondered the issues which were numerous:
- How to encourage the researchers to use the library catalogue?
- How to maximize the library resources?
- If the e-journals were added to the library catalogue:
    - How would we add them?
    - How would we delete them?
    - How would we do the link checking and or changing?
    - How would we deal with title changes?
    - How would we cope with cessations?
    - How would we add new titles for particular suites of journals?
    - Would we continue with the A-Z listing?

    If we continued with the A-Z listing only:
    - How would we continue to maintain it?
    - Would we have one continuous page or 26 separate pages?

Prior to adding the electronic journals to the catalogue, it was recognized that one continuous page for the A-Z list was too cumbersome to navigate. To combat this, the pages were divided into alphabetical letters ending up with approximately 29 pages (J being divided several times to cater for the "Journal of" titles), the Intranet pages were redesigned with style sheet templates.

This still did not resolve many of the issues considered above, namely how to maintain in excess of 3,000 URL's; adding, deleting or changing links. An example of this was the Elsevier web-editions which changed to ScienceDirect.

Deliberations

The major concern facing the library was that resources were not being utilised to their full potential, that there were several interfaces to be searched in order to fully examine the library collection, and in many cases, the researchers did not use or did not know how to use the library catalogue. We wanted the library catalogue (OPAC) to be the primary means of locating all the library resources and as Morris and Thomas (2002) imply "we wanted our users to be able to discover all resources available to them in their specific fields of interest regardless of format." . We believe overuse of the Internet, and indeed the proliferation of information emanating from email services has lead to the decline in the use of the OPAC. We believe that staff think they get better results from doing an Internet search. It is almost like the catalogue is a forgotten resource, and people are intimidated by using such a perceived dinosaur

The dilemma: *if we forced staff to use the catalogue would we alienate those who seemed uneasy with library technology*?

It was decided that if the e-journals were integrated into the library catalogue then it would be possible to generate a dynamic up-to-date A-Z listing, and possibly subject

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specific pages, based on subject headings and formats in the bibliographic records. Not only would this reduce the maintenance work required to keep the list working (changes can be done in the catalogue as required), but it would keep some of our users happy too. In short, only the catalogue will need updating. Rightly or wrongly, the decision was made to have only one bibliographic record for every version of a journal we were licensed to use. It was hoped that this would make it less confusing for Institute staff having only one record to view holdings and links. The web version of the catalogue provided enough information to clients, especially details of holdings and what they can expect to have access to (unlike the A-Z listing).

The small suite of products contained approximately 3000 titles. It was a challenge to incorporate these titles into the catalogue without it becoming a full-time job. The alternatives to entering 3000 bibliographic records individually is to purchase the records from a third party or use the information and data we already had and find a way to import that into the Horizon library system.

The Librarian searched for products that might help us convert text into MARC, and located a product called MarcEdit written by Terry Reece (available from http://oregonstate.edu/~reeset/marcedit/html/). This product proved to be an excellent option for converting text records to MARC records, and cost absolutely nothing.

With the help of the MarcEdit software a test run was carried out; using the vendor spreadsheet of the Wiley suite of publications (440 titles approximately) they were imported into the training library catalogue/database.

The process was reasonably easy once the MarcEdit software was mastered and the procedures were documented and relevant tags and subfields to be used were identified. The whole process was relatively painless (relatively painless as each time a suite of journals was imported, there was a certain amount of angst as to whether or not this was the right thing to do).
Procedures

Rules applied to the import:

If the print copy had been cancelled, bibliographic records were merged and a general material description (GMD, 245$h) specifying [electronic resource] was added to the existing record.

If a current print subscription was maintained as well as an electronic subscription then no GMD was displayed.

Items were added to the existing bibliographic records with the call number ONLINE, the collection as Electronic and status as Electronic. Horizon added system generated barcodes for each item.

New titles received a new bibliographic entry with the GMD and new item information.

In most cases the initial text record consisted of the publisher's name, journal title, ISSN, journal web address and volume/issue date. These fields were mapped to the following MARC tags and subfields:

260$b – Publishers name
245$a – Title
022$a – ISSN (print and online)
958$c – Journal web address
958$g – Volume/issue date

To enhance the bibliographic entry extra MARC tags and subfields were added to the records:

245$h – GMD, i.e. [electronic resource]
260$a – Place of publication
265$a – Source of acquisition, i.e. CAUL, CEIRC
500$a – General note, i.e. Access to AIMS staff only.
535$a – Status of repository
535$d – web address
650$a – Subject - Electronic journal
690$a – Local Subject - Common name of supplier i.e. LINK online journals
958$a – File format, i.e. URL
958$d – Online version.
984$k – Collection code
984$m – item type, i.e. ER
984$l – location
984$u – status type, i.e. NFL
984$n – call no., i.e. ONLINE

Snapshots from the OPAC

Horizon Information Portal - Microsoft Internet Explorer provided by AIMS

File Edit View Favorites Tools Help

Back · · · · Search · Favorites · Media · · · · · · · ·

Address http://pac.aims.gov.au/ipac20/ipac.jsp?session=E2929762602R0.43&profile=aims&...&...

mywebsearch · Search · Screensavers · Smiley Central · Cursor Mania · My Info · Games · Customize · My Button 1 · ...

Login · My List - 0 · Help

AIMSCat Search | Search Resource | My Account | External Links

Power | Basic | History | Staff publications

Search: [Titles Alphabetical ▾] [_____] · Refine Search

> You're searching: Australian Institute of Marine Science Library

Item Information

▸ Subscriptions
  Holdings: see complete serial holdings below.

Subjects
• Electronic journals
• Marine biology -- Periodicals.

Browse Catalog

by title:
• Marine biology....

MARC Display

Marine biology.

Berlin, New York, Springer-Verlag.

Subjects   • Electronic journals.
       • Marine biology -- Periodicals.

Web Link: Online version. vol. 127, no. 1, Nov 22 1996- .

Description: v. ill., maps. 28 cm.

ISSN.   0025-3162
       1432-1793(online)

Contents: Full text available to staff only
       Restricted to licenced organisations with IP address and password.

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Subscription Summary

Australian Institute of Marine Science

Location: Australian Institute of Marine Science
Collection: Periodicals
Call No.: MAR
Copy No.: 1
Status: Currently Received
Main run: *Missing: v.120-v.122 (1995)*
       Vol. 1 No. 1 (Jan. 1967) - Vol. 145 No. 1 (Jul. 2004)

Location	Collection	Call No.	Copy	Status
Australian Institute of Marine Science	Electronic	ONLINE		Electronic Only
Australian Institute of Marine Science	Periodicals	MAR	1	In Stock

Internet

start | Inbox - Microsoft Out... | Ejournal paper - Micr... | Document2 - Microsof... | Australian Institute o... | Information Services ... | Horizon Information P...   EN · 10:36 PM

Methods

The initial data files were those posted by vendors on their web sites. The information provided was manipulated using MS Excel. This consisted of merging columns, using functions such as "concatenate" to bring together information from more than one column (i.e. volume number in one column and issue number in another), removing unnecessary data and adding fields needed to represent the extra tags. Once complete, the file was saved as text and checked for invisible control characters.

MarcEdit was used to identify and map MARC tags and subfields to the data in the text file. Once this process was complete, a MARC file was generated which was checked and then imported into Horizon.

Beware

There were a few quirky anomalies using MarcEdit and Horizon.

The subfields in some of the MARC tags needed to be in the correct order, for example we use 958 tag for our electronic resources and link information:

958 \\$aURL$chttp://194.94.42.12/licensed_materials/10011/tocs.htm$dOnline version.$gvol.41, no.1, Jan. 1999- .

Horizon required that the record import reflected this order.

Since the introduction of the Horizon software in 1996, we have used the 958 multi-media tag as our electronic 'source of access' tag. At this stage, there is not enough evidence to support the time consuming conversion, and although cataloguing standards clearly identify the use of tags, our small organization does not have the available resources to do a retrospective conversion and we do not wish to confuse the issue by using the 856 tag.

Prior to the import MarcEdit was used to manually update the LDR tag to reflect that the records were for serials – this is easily done within software. Likewise, MarcEdit was used to cater for those titles with non-filing characters – a simple "find and replace".

Conclusion

The original idea for this project was to gain work efficiencies and provide an improved public web interface to electronic journals and other information resources, regardless of format, to Institute staff.

The effort involved in converting material from text to MARC was minimal. There are some issues still to be resolved and some are still being looked into, but overall the decision to use one information portal has been a success.

For our organization adding the e-journals into the main catalogue has proved to be beneficial. Clients are happy to search one database rather than multiple sites and anecdotal feedback is promising.

Checklist
1. Make sure you can locate the suites quickly.
2. Ensure that the MARC load goes in smoothly and in the required order by testing before loading into the main catalogue.
3. Decide if you want to load all titles or just those that are relevant to your research needs.
4. Get a software product that you can use without the assistance of IT.
5. Practice, practice, practice.

In order to ensure a seamless interface for our clients, all electronic journal suites (including all titles), will be added into the library catalogue from now on and will have basic bibliographic and item information added.

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