



6-1-1990

Article Delivery Solutions

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Recommended Citation

Tenopir, Carol, "Article Delivery Solutions" (1990). *School of Information Sciences -- Faculty Publications and Other Works*.

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□ ONLINE DATABASES □

BY CAROL TENOPIR

Article Delivery Solutions

ONE PERENNIAL problem facing libraries that offer online or CD-ROM searching of bibliographic databases is helping patrons get copies of the documents they identify in a search. Although the problem exists even with printed indexes, database searching makes it easier to locate more items in a wider variety of sources. Patrons with long printouts of articles in sometimes obscure journals are common in libraries, especially as libraries provide CD-ROM indexes for self-serve searching.

Some libraries report an increase in ILL requests, some are making increasing use of FAX, some make more use of online document ordering from information brokers, many others see patrons settle for finding only three or four articles out of every ten identified. If speed, cost, and patron satisfaction are equally important, not one of these truly solves the problem.

Several producers of bibliographic databases on CD-ROM are trying to provide better solutions, but do not agree on what is the best solution for article delivery. There are now three main approaches offered: 1) microform collections, 2) image files on CD-ROM, and 3) ASCII files of document text bundled with the CD-ROM index.

Microforms

Supplying document collections on microfilm/microfiche to support a bibliographic index is of course not a new solution. For report literature, the ERIC and NTIS microfiche collections are an important component of the indexes whether they are searched in print, online, or on CD-ROM.

For periodical articles, Information Access Company has three microform products that provide access to many of the magazine and journal articles referenced in their CD-ROM InfoTrac or microfilm indexes. Magazine

Collection and Business Collection, on 16mm autoloading microfilm cartridges, provide article delivery support for IAC's Magazine Index Plus, General Periodical Indexes, and Business Index. TOM ("Text on Microfiche"), a product for school libraries, includes microfiche copies of articles referenced in the TOM index.

Magazine Collection covers 280 magazine titles, all of which are indexed within the 400-plus titles in Magazine Index Plus and the 1100 titles in General Periodical Index, Public Library Edition. The complete Magazine Collection, from 1980 to the present, now includes over 400,000 articles.

A new microfilm cartridge is sent every two to three weeks, each of which may contain as many as 65 different periodical issues. An upright carousel holds up to seven years' worth of cartridges. Microform articles have a code number that is referenced in the CD-ROM or microfilm index records, so the primary access is through a subject search of corresponding IAC indexes. The collection can also be used without a prior index search through the printed "Issue Guide" and "Contents Guide" supplied by IAC with a subscription. These guides let users go directly to articles when they know the magazine name, issue, or article title.

Magazine Collection has several plans. The most complete, including bi-weekly updates of microfilm from 1980, Magazine Index on COM, a cartridge storage carousel, a microfilm reader/printer, and hardware maintenance, costs \$18,450 for the first year and \$12,950 for renewal. Prices go down depending on how many years of film you want and whether or not you want IAC to supply the reader/printer. (The low end price: around \$10,000.)

Business Collection, like Magazine Collection, is on 16mm cartridge microfilm with periodicals filmed in time slices. It covers approximately 380 titles from 1982, now including about 500,000 articles. Articles are referenced in the microfilm Business Index (included in a Business Collection subscription) or in the General

Periodicals Index, Academic Library Edition on CD-ROM.

A complete subscription to Business Collection, including backfile microfilm to 1982, costs \$13,950 the first year and \$10,950 each subsequent year. Current subscriptions without the backfile are \$10,950 each year. If you want to lease a reader/printer with the subscription, the cost is an additional \$3000 per year which includes all maintenance.

The TOM index is a subset of magazine Index Plus, available on CD-ROM or microfilm and specially targeted to school libraries. It indexes over 100 magazine titles from 1980 to the present. Over 60 of these are available in full text from 1985 to the present on the corresponding TOM microfiche. (Unlike the collection products, TOM is microfiche, not microfilm cartridges.) A yearly subscription to the TOM CD-ROM system (including the CD-ROM index, six years of full-text microfiche, monthly updates, and instructional materials) costs \$2,545. A turnkey subscription is available for \$3420 per year which includes all hardware and maintenance.

IAC does all of its microfilming in-house at its facilities in Foster City, Calif. (If a title is included in both TOM microfiche and Collection film, two paper copies are received and they are filmed separately.) Since filming is done in time slices rather than by title, a cartridge or fiche will contain many different magazines for a given time period. Each issue is filmed cover-to-cover, including all advertisements. Occasionally an article in a magazine will be copyrighted by someone other than the magazine publisher; in these cases the article is blocked out before microfilming.

Though IAC is heavily into CD-ROM for its indexes, it believes that "a collection on microfilm is still the most economical way to go, because a 16mm cartridge holds the same amount of information as one CD-ROM with image files and costs less." In addition IAC feels that queues are avoided when the "research is done at workstations and copying is done at the reader/printer."



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ONLINE DATABASES

CD-ROM documents

Not everyone agrees with IAC's assessment of the relative superiority of microfilm for article delivery. Another way to provide images of documents is through scanned documents available on a separate CD-ROM collection. UMI is leading the way in this approach, first with its Business Periodicals Ondisc and more recently with General Periodicals Ondisc.

Business Periodicals Ondisc was announced in 1989. It includes over 300 magazines, most from 1988 forward, that are scanned cover-to-cover, including all articles, advertisements, etc. A subscription comes with the ABI/INFORM business index on CD-ROM, which indexes over 800 business and management periodicals. When an article retrieved in the index search is available in full text, the system tells the user which of the CDs must be loaded to view it. The system includes over 130 CDs, each of which holds approximately 5500 page images. There are presently over 80,000 total articles.

Alternatively, users can bypass the subject search and go directly into the Periodical Directory function. This function allows them to specify what journal issue or article is desired. The system will respond by telling which disc contains the desired issues. Within an issue users can go directly to an article or browse through cover-to-cover.

Business Periodicals Index is available at this time only as a turnkey system that includes all software, all hardware, CDs, storage carousels, documentation, and maintenance. UMI continues to own the system. UMI decided to make it a turnkey-only system because "to display the images requires special interfaces and circuit boards."

The cost for Business Periodicals Index is \$19,900 per year with a 10¢ per-page-printed charge. All print requests are kept track of by a system usage file. Once a quarter, libraries are requested to insert a floppy disk to record the usage information and send the floppy to UMI. It invoices the library based on this information.

General Periodicals Ondisc will become available in August 1990. The initial version will include full texts of 150 periodicals from 1989 forward. Indexing and abstracts will be provided by UMI's Periodicals Abstracts Ondisc, which indexes over

450 titles. A charter subscription (available throughout 1990) will cost \$9950 for the turnkey system. Beginning in 1991, General Periodicals Ondisc will include at least 200 periodicals from 1988. This expanded version will sell for \$13,500 per year. The 10¢ per-printed-page charge will also apply.

UMI decided to develop these two CD-ROM image products because it feels "that is what the marketplace is interested in . . . people want to see everything that's there in an issue." UMI stresses that images are important for these two applications, not necessarily for every application. It also has some ASCII text-only databases such as Business Dateline and is one of the major providers of magazines on microfilm.

ASCII text

Scanned image files, such as those provided by UMI, give an exact replica of the original magazine article including all graphics, typefaces, layouts, etc. The text is just another part of the image and is therefore not searchable. Like microform collections, image collections on CD-ROM are meant to be used in conjunction with an index search or when a user knows the exact article.

A third approach to article delivery is to provide the complete texts of each article in machine-readable ASCII form so every text word can be searched rather than just viewed. The text is not a reproduction of the article page and typically excludes charts, photos, and other graphic materials.

This approach is what online full-text databases follow. Full-text databases online are restricted by the amount of information that can be transmitted in a timely manner over telephone lines and are usually restricted to ASCII copies of the textual portions only from articles. Full-text online is useful for many purposes, but the costs of an online product are unpredictable and often too expensive for high-volume end user retrieval. ASCII full text on CD-ROM is another, more affordable solution.

EBSCO now has in prototype a CD-ROM product that includes ASCII full text of 48 of the nearly 300 magazines indexed in its Magazine Article Summaries CD-ROM index. Users will be able to choose from the current Magazine Article Summaries product or Magazine Article Summaries plus full text.

The 48 full-text titles consist of 25 core general reference magazines that most libraries own, plus subject groups of magazines that will extend the library's collection. EBSCO has identified seven or eight science titles, four or five consumer titles, and four or five health/medical titles to be in this extended group.

Negotiations with publishers are still underway, but to date EBSCO has announced the availability of *U.S. News and World Report*, *National Review*, *Foreign Policy*, and *Aging*. There will either be one or two years of full text for each title.

The product will be officially announced at the 1990 American Library Association Conference. There is as yet no price, but EBSCO says "the idea is to have an affordable product so it will be reasonably priced." Updates will probably follow the same schedule as Magazine Article Summaries: yearly, quarterly, school year, or monthly updates with corresponding price ranges.

The indexing and abstracts for all 300 magazines in Magazine Article Summaries plus the full text for 48 will all be included on a single disc. In the version being shown now, a user can choose to search on just the bibliographic/abstract portion of the database or on the full text. When a bibliographic search retrieves an article that has the full text on disc it can be viewed by pressing a function key.

EBSCO chose the ASCII solution to article delivery "to keep costs low, to go with a single-disc system, and to take advantage of their search engine to search full text." The full-text version of Magazine Article Summaries requires no special computer, monitor, or printer.

For more information

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Magazine Collection and
Business Collection
362 Lakeside Dr.
Foster City, CA 94404
800-227-8431

UMI Business Periodicals Ondisc
and General Periodicals Ondisc
300 N. Zeeb Rd.
Ann Arbor, MI 48106
800-521-3044

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