



The World is Flat, Yet Not Open: How Could Open Access Really Flatten the Information World

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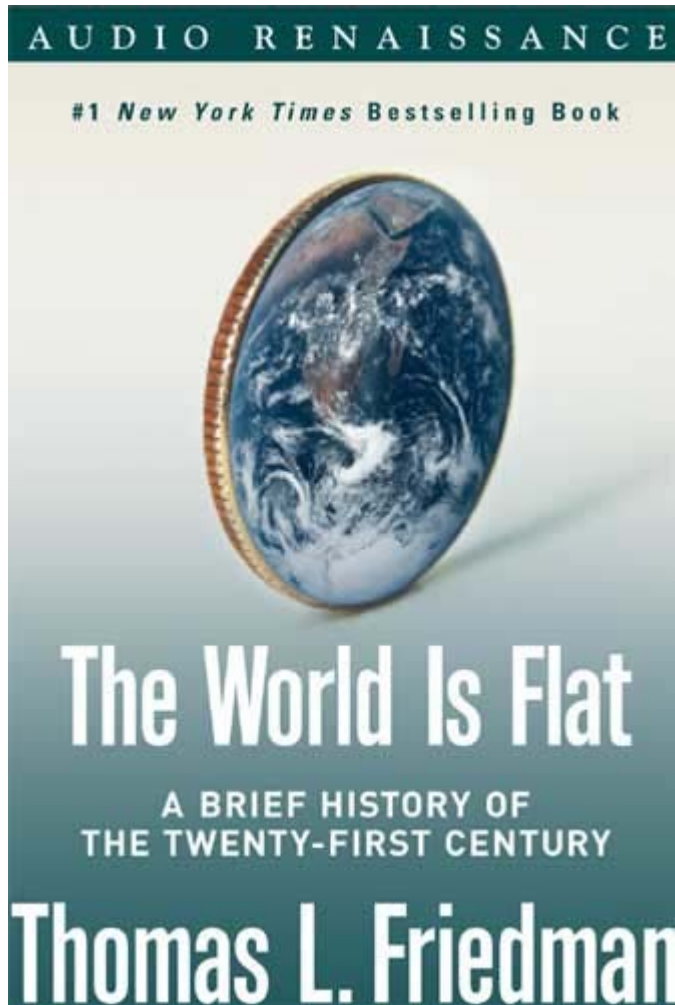
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- The World is Flat
- Libraries in the Flat World
- Libraries as Virtual Destinations
- Inside Out Library
- Open Access
- How Could Open Access Really Flatten the Information World?
- Conclusion

“The World Is Flat”, by Tom Friedman



- Impact of networks
- Death of distance
- Global competition



- G 1.0: 1492-1800
 - Countries globalizing
- G 2.0: 1800-2000
 - Companies globalizing
- G 3.0: 2000—
 - Individuals globalizing

10 World Flatteners



1. MS Windows (1989)

“a universal graphical user interface . . . to look at the world through”

2. Netscape (1995)

a web browser making the world flatter no matter where the page is located

3. Workflow

Software and standards: “Have your application talk to my application”



New Forms of Collaboration

4. Open Sourcing

“an important flattener because it makes available for free many tools, from software to encyclopedias, that millions of people around the world would have had to buy in order to use. . .” (pp. 102-103)

5. Outsourcing

6. Offshoring

7. Supply-chaining

8. Insourcing

9. In-forming

Google, Yahoo!, MSN Web search

“. . . people underestimated the importance of finding information, as opposed to other things you would do online.” (p. 155)



10. The steroids

digital, mobile, personal, and virtual.

This flattener is simply the glue that makes other work together.

The Triple Convergence



- **Convergence 1:**
 - “the complementary convergence of the ten flatteners, creating . . . new global playing field for multiple forms of collaboration.”
- **Convergence 2:**
 - The impact of those flatteners can be felt more strongly as companies change their routines to align themselves with the users’ environment.
- **Convergence 3:**
 - “. . . 3 billion people . . . suddenly found themselves liberated to plug and play with everybody else.”



“...what the flattening of the world means is that we are now connecting all the knowledge centers on the planet together into a single global network, which –if politics and terrorism do not get in the way- could usher in an amazing era of prosperity and innovation.” (p.8)

Yes, but . . .



- Yes, we are connecting all the knowledge centers on the planet together, perhaps,
- But the full contents of knowledge centers have yet to be open access.

OCLC Open WorldCat



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The World is Flat



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Type: English : Book
Publisher: New York : Farrar, Straus and Giroux, 2005.
ISBN: 0374292884 **OCLC:** 57202171

Subjects: [Diffusion of innovations.](#) | [Information society.](#) | [Globalization -- Economic aspects.](#) | [More ...](#)

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Adres <http://ask.bibsys.no/ask/action/smpsearch;jsessionid=C2ADF8CF6A70F68D4F028C19614057FF>

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Description All libraries Subjects

Source: The Library Database
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Title: **The world is flat : a brief history of the twenty-first century / Thomas L. Friedman**
 Author: [Friedman, Thomas L.](#)
 Year: 2005
 Printed: New York : Farrar, Straus and Giroux
 ISBN: 978-0-374-29288-1, ib., 0-374-29288-4, ib., 0-7139-9878-4, ib.
 Pages: VIII, 488 s.
 Notes: Også utg. London : Allen Lane
 Subjects: [Internasjonalisering](#) | [Internasjonal økonomi](#) | [Innovasjon](#) | [Databehandling-og-samfunn](#) | [Globalisering](#)

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Type: English : Book
Publisher: New York : Farrar, Straus and Giroux, 2005.
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Item 2 of 6 Total
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Author [Friedman, Thomas L.](#)

Title The **world is flat** : a brief history of the twenty-first century / Thomas L. Friedman.

Edition 1st ed.

Publisher New York : Farrar, Straus and Giroux, 2005.

Description viii, 488 p. ; 24 cm.

Note Includes index.

Note When scholars write the history of the **world** twenty years from now, what will they say was the most crucial development at the dawn of the 21st century--the attacks of 9/11, or the convergence of technology and events that allowed India, China, and so many other countries to become part of the global supply chain for services and manufacturing, creating an explosion of wealth in the middle classes of the world's two biggest nations, and giving them a huge new stake in the success of globalization? And with this "flattening" of the globe, has the **world** gotten too small and too fast for human beings and their political systems to adjust in a stable manner? Friedman explains how the flattening of the **world** happened; what it means to countries, companies, communities, and individuals; and how governments and societies can, and must, adapt.

Note Table of contents also issued online.

Contents Pt. [1]: How the **world** became **flat**. While I was sleeping -- The ten forces that flattened the **world**: 11/9/89 (when the walls came down and the windows went up) ; 8/9/95 (when Netscape went public) ; Work flow software (let's do lunch: have your application talk to my application) ; Open-sourcing (self-organizing collaborative communities) ; Outsourcing (Y2K) ; Offshoring (when China joined the WTO) ; Supply-chaining (Wal-Mart) ; Insourcing (UPS) ; In-forming (Google, Yahoo!, MSN Web Search) ; The steroids (digital, mobile, personal, and virtual) -- The triple convergence -- The great sorting-out. -- Pt. [2]: America and the **flat world**. America and free trade (**is** Ricardo still right?) -- The untouchables -- The quiet crisis -- This **is** not a test. -- Pt. [3] Developing countries and the **flat world**. The virgin of Guadalupe. -- Pt. [4] Companies and the **flat world**. How companies cope. -- Pt. [5] Geopolitics and the **flat world**. The unflat **world** -- The Dell theory of conflict prevention --

Başlat

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Melvyl - Full View of Record - TTNET tarafından sağlanan Microsoft Internet Explorer

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Language English
Subject [Diffusion of innovations.](#)
[Information society.](#)
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Google Scholar



Google Scholar - TTNET tarafından sağlanan Microsoft Internet Explorer

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Adres <http://scholar.google.com/>

Google "industry +norway" Search Popups okay Check AutoLink AutoFill Options whaling industry

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Norwegian whaling industry



"norwegian whaling industry" - Google Scholar - TTNET tarafından sağlanan Microsoft Internet Explorer

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Adres <http://scholar.google.com/scholar?q=%22norwegian+whaling+industry%22&ie=UTF-8&oe=UTF-8&hl=en&btnG=Search> Git Bağlantılar >>

Google whaling industry" Search - - - - -

Google Scholar BETA "norwegian whaling industry" Search [Advanced Scholar Search](#) [Scholar Preferences](#) [Scholar Help](#)

Scholar Results 1 - 10 of about 31 for "norwegian whaling industry". (0.12 seconds)

[CITATION] Technological Change in the **Norwegian Whaling Industry**: A Case Study in the Use of Patent Statistics ... [All articles](#) [Recent articles](#)
BL Basberg - *Research Policy*, 1982
[Cited by 11](#) - [Web Search](#)

[CITATION] Technological Transformation in the **Norwegian Whaling Industry** in the Interwar Period
BL Basberg - *Scandinavian Economic History Review*, 1985
[Cited by 1](#) - [Web Search](#)

[Modern Norwegian Whaling in the Antarctic](#)
G Isachsen - *Geographical Review*, 1929 - JSTOR
... These Norwegian whaling expeditions described above are of fundamental importance not only for the **Norwegian whaling industry** but also for modern south polar ...
[Cited by 1](#) - [Web Search](#)

[Blubber fatty acids of minke whales: stratification, population identification and relation to diet](#)
E Olsen, O Grahl-Nielsen - *Mar Biol*, 2003 - Springer
... Discussion Differences in chemical composition of the blubber layers of whales were first noted by chemists from the **Norwegian whaling industry**. ...
[Cited by 14](#) - [Web Search](#) - [BL Direct](#)

[A Review of Whale-Watching and Whaling with Applications for the Caribbean](#) - [group of 4](#) »
E HOYT - *Coastal Management*, 2002 - Taylor & Francis
Page 1. 381 *Coastal Management*, 30:381-399, 2002 Copyright © 2002 Taylor & Francis
0892-0753/02 \$12.00 + .00 DOI: 10.1080/089207502900027 3 ...
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Google Scholar is a virtual destination



The screenshot shows a web browser window with the address bar containing the URL: <http://www.springerlink.com/media/cbttlgtwtuj6yvryxvcb/contributions/c/q/g/c/cqgcy7e95uc1u3a6.p>. The browser's address bar also shows "TTNET tarafından sağlanan Mic". The browser's toolbar includes various icons for navigation, search, and printing. The main content area displays the following information:

Marine Biology (2003) 142: 13–24
DOI 10.1007/s00227-002-0934-2

E. Olsen · O. Grahl-Nielsen

Blubber fatty acids of minke whales: stratification, population identification and relation to diet

Received: 8 April 2002 / Accepted: 12 August 2002 / Published online: 26 September 2002
© Springer-Verlag 2002

Abstract We determined the fatty acids in the blubber of 10 minke whales (*Balaenoptera acutorostrata*) from the Norwegian Sea and 12 minke whales from the North Sea. The composition of the fatty acids differed between the inner and outer blubber layer. The saturated, the monounsaturated with 20 and 22 carbon

Introduction

The minke whale (*Balaenoptera acutorostrata*) is the smallest and most abundant baleen whale in the North Atlantic (Stewart and Leatherwood 1985). The International Whaling Commission (IWC) has subdivided

1 of 12

Done Bilinmeyen Bölge

Başlat



- Library catalogs represent only a fraction of the information universe
- They list bibliographic descriptions of (mainly) books of their own only
- Journal articles are not represented in the catalogs at all!
- They should function similar to “Amazoogle” (L. Dempsey)



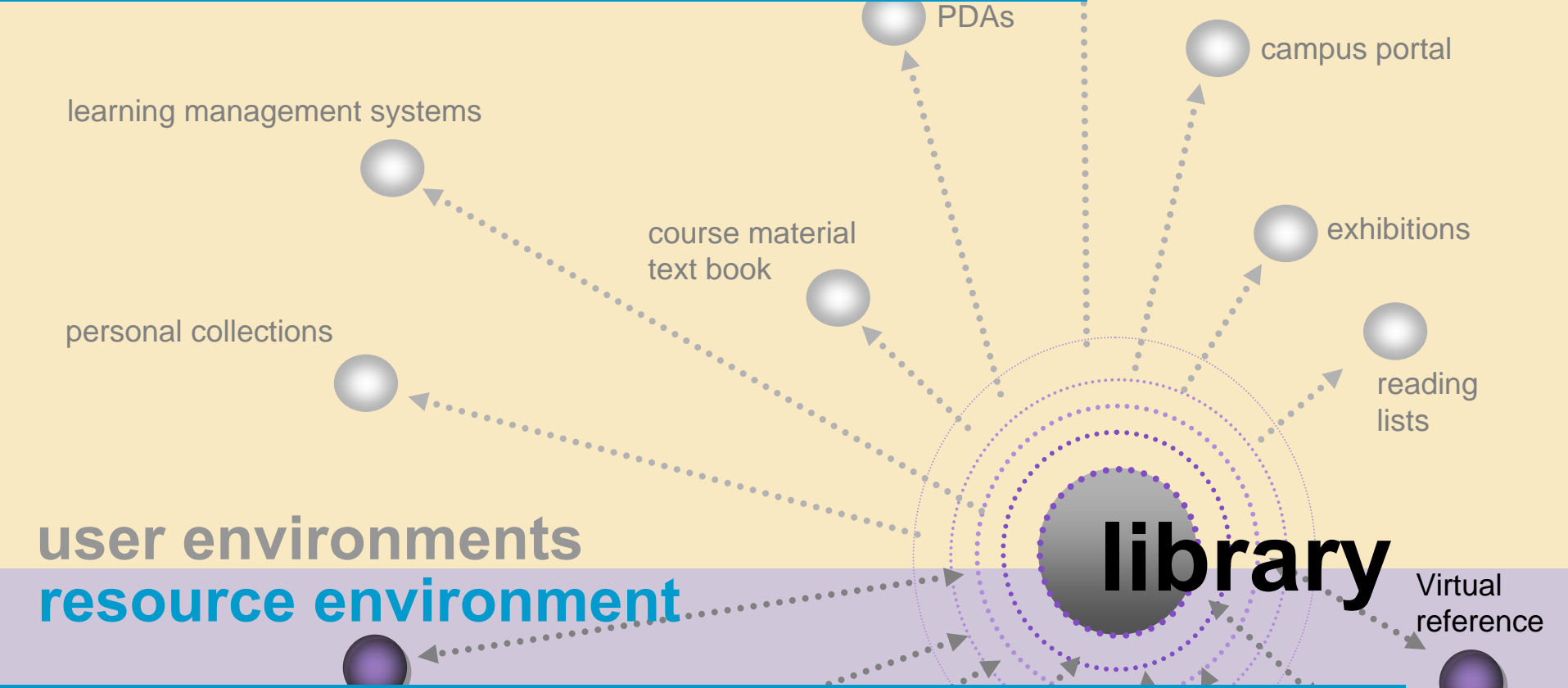
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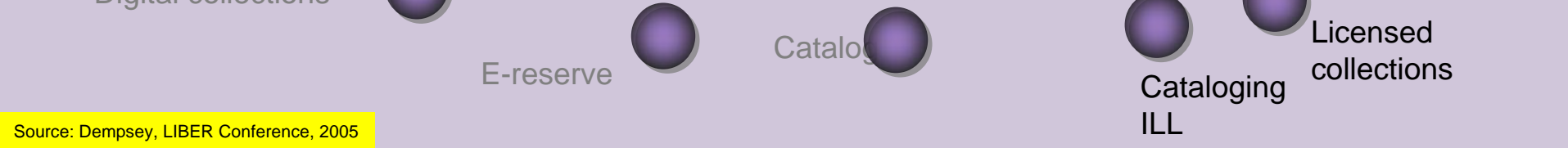




Flow and flattening:
the library in the user environment,
Not the user in the library environment.



Flattening and flow:
Flexible assembly of services from multiple sources.





- Library as a “place” metaphor
- Hard to identify where exactly the library is on campus nowadays because it is not just the building but the contents (Kohl, 2006).
- Contents are now increasingly outside the library building.
- So are services such as reference, electronic document delivery, and user instruction.



- Amazoogole approach provides centralization
- More than 100 libraries opened their metadata and/or collections to Google Scholar
- Thus, more users can get access to their contents
- If online copy is unavailable, libraries should link to Amazon.com, link to journal articles or reviews that can easily be retrieved from library's licensed databases, etc.



- Number of users physically visiting libraries decreasing
- Yet the use of online resources increasing
- Most users tend to bypass libraries and go for “one stop shopping”
- Users still stop by because there are still some sources that are not on the web that can be obtained only through libraries
- But this will soon change . . .



Enter **Open Access**

Open Access Definition



1. “. . . free, irrevocable, worldwide, right of access to, and a license to copy, use, distribute, transmit and display the work publicly . . .
2. A complete version of the work . . . is deposited . . . in at least one online repository . . . maintained by an academic institution. . . that seeks to enable open access, unrestricted distribution, interoperability, and long-term archiving.”

Source: **Berlin Declaration on Open Access to Knowledge in the Sciences and Humanities**
<http://www.zim.mpg.de/openaccess-berlin/berlindeclaration.html>

Use of Public Money in Research



- Public money used at three stages:
 - To fund the research project
 - to pay the salaries of academics who carry out peer review for no extra payment
 - to fund libraries to purchase scientific publications
- "what other business receives the goods that it sells to its customers from those same customers, a quality control mechanism provided by its customers, and a tremendous fee from those same customers?"

Source: House of Commons Select Committee on Science & Technology Tenth Report, 2004. Chapter 4

Open Access Mandates



- US Federal Research Public Access Act, 2006
- EC Report on STM Publishing and OA in Europe
- Open Access Policy of RCUK
- US House of Representatives suggestion - Summer 2004
- UK House of Commons Select S&T Committee 10th Report - Summer 2004
- Wellcome Trust Mandatory Open Access - 1 October 2005
- Similar initiatives in India, Norway, the Netherlands, Germany, Canada, and Scotland
- Mandatory Open Access in universities (e.g., Soton, Queensland, Minho)
- Institutional Repositories (Univ. of California eScholarship Repository, and Univ. of Southampton e-Prints Service)



- The UK is losing around £1.5 billion (or \$2.7 billion) annually in the potential impact of its scientific research expenditure because of the limitations of the current academic publishing environment. (Stevan Harnad)

1.5 billion lost annually in potential return on British science



The UK is losing around £1.5 billion annually in the potential impact of its scientific research expenditure, according to one of the key figures in the global open

access publishing movement. Professor Stevan Harnad, Moderator of the American Scientist Open Access Forum and Professor of Cognitive Science at the University of Southampton's School of Electronics and Computer Science, has calculated the potential return on the investment in scientific research findings that are being lost to the UK each year through the limitations of the current academic publishing environment.

Source: www.eprints.org



- Mostly journal articles are Open Access
- Publishers allow journal articles to be self-archived
- Yet theses and dissertations, technical reports, and digitized local resources are also becoming Open Access.
- Currently books are mostly not Open Access in view of copyright restrictions
- Although book digitization projects aim to provide Open Access to books that are out of copyright.

Digitization Projects



- Google Book Search, 15M books in 10 years,
- Million Books Project, CMU, 600K books already scanned as of Nov. 2005
- Amazon.com, 200K books
- Project Gutenberg, M. Hart, 18K books
- The Internet Archive, Brewster Kahle
- Gallica, BNF, 70K books
- the Bibliotheca Alexandrina
- Publishers (HighWire Press, MIT Press, etc.)

Open Access and “Amazing Era of Prosperity and Innovation”



- More resources will be Open Access.
- Availability of millions of Open Access materials freely may result in what Friedman calls an “amazing era of prosperity and innovation.”
- Libraries should hurry up!
- Failure to move resources and services to the network and failure to provide access to OA materials means losing existing users forever!
- Users are likely to supplant the library with something else that is available on the web



FINAL REPORT
March 17, 2006

**The Changing Nature of the Catalog and its Integration
with Other Discovery Tools**

Prepared for the Library of Congress

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“Today’s research library . . . reflect only a small portion of the expanding universe of scholarly information.

“The library is not the first or only stop for many information seekers. Search engines are the favorite place to begin a search . . .”

“. . . it may be safe to say that catalog records will have a role to play in discovery and retrieval of the world’s library collections for at least a couple of decades and probably longer.”

Graceful Exit or Becoming a Truly Virtual Destination



- Increase in born-digital resources
- Increase in digitized resources
- Open Access mandates
- Permission to self-archive (93%)
- Few users consulting information sources that are older than five years of age

Improve the User Experience



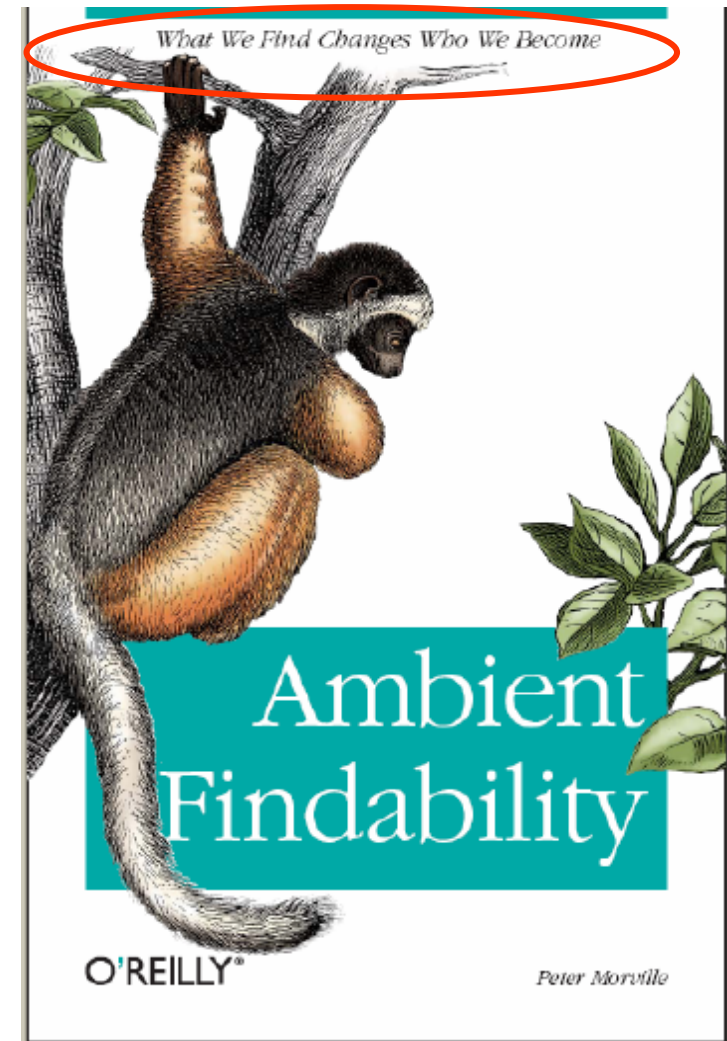
- Enrich the catalog with services and data
- Federate discovery and delivery of books, journals, and journal articles
- Link the user to full text whenever possible
- For items that cannot be delivered instantly, offer a range of unmediated, quick delivery options
- Push library metadata and links out to course Web pages and portals
- Take advantage of e-commerce functions to serve non-members of the library community

Source: K. Calhoun, *The Changing Nature of the Catalog and its Integration with Other Discovery Tools*. 2006, p. 19

Conclusion



- Libraries should strive to be truly virtual destinations in the web information space
- They should aim to provide online access to all types of information sources including Open Access materials
- Otherwise, they are in danger of being bypassed / ignored in the “flat world”
- “What we find changes who we become”



“What we find changes who we become”



Cartoon by
Doug Sheppard and Katrin L. Salyers



The World is Flat, Yet Not Open: How Could Open Access Really Flatten the Information World

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