Syllabus: LIS 855, Publishing, Knowledge Institutions, and Society: E-Revolutions?
School of Library and Information Studies
University of Wisconsin-Madison
Summer 2012: Online

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Course link page: http://pinboard.in/u:dsalo/t:590 (sorry; 590 was the course's number when I first taught it)

Course Objectives

- Sufficient knowledge of US copyright law to advise digitization projects, uncertain authors and instructors, and digital archivists on common, relatively simple fair-use, orphan-works, reuse, and republishing dilemmas
- Sufficient knowledge of current trends, processes, and standards in trade and scholarly publishing to advise would-be authors, advocate for balanced laws and policies, and navigate professional publishing opportunities
- Sufficient knowledge of intellectual-property-related dilemmas, movements, and legislation (past and pending) to be a thoughtful advocate and information-agency leader
- Sufficient knowledge of publishing trends to inform collection-development decisions in academic, public, and special-library settings
- The ability to assess a rapidly-evolving situation and devise a well-reasoned strategy to respond to it
- The ability to devise a well-reasoned long-range scenario and a strategy to respond to it
- The ability to write a journal-quality book review

This course is designed to assess student progress in the following SLIS program-level outcomes: 1a, 1b, 2a, 2b, and 4b.

Course Policies

I wish to fully include persons with disabilities in this course. Please let me know within two weeks if you require special accommodation. I will try to maintain the confidentiality of this information.

Academic Honesty: I follow the academic standards for cheating and plagiarism set forth by the University of Wisconsin.

Readings
There are no required textbooks for this course. Links to all readings are on Learn@UW; students whose reading is not evident *through Learn@UW* will lose half the available Readings and Participation points from their final grade. (To make doing so more enjoyable, I have included weekly "theme songs" on the reading pages that are not in the syllabus!)

Contacting me
Please use the Learn@UW help forum *before* emailing me; please also do your best to assist your classmates there. I am not available Fridays or weekends; otherwise, I do my level best to answer email within two business days. If you need to speak with me, please make an appointment with me *directly on WiscCal*, which will email me the appointment information and help ensure I'm not double-booked.

If you see dead links (it does happen, usually with no notice), weird due dates, or other syllabus problems, please post them to the "Syllabus problems" forum on Learn@UW. I will do my best to resolve them promptly.

Course week and due dates
Our course week runs from Monday to Monday beginning June 18. Late assignments will be penalized one final-grade percentage point per day or fraction thereof late. I will allow revision and resubmission at my sole discretion and on my schedule only; any student resistance will remove the opportunity.

Weekly Objectives and Readings

Most weeks have linklists associated with them. These are for enrichment, as well as assistance for those delving into related topics for Games or scenario planning. You are not expected to read everything on the linklists!

Week 1: Copyright law and its discontents

Learning objectives: Basics of US copyright law. Fair use. First sale. Section 108 exemptions. The public domain. Copyright-related legislation and legislative attempts since 1976 (1976 Copyright Act, DMCA, ACTA, SOPA, PIPA). Copyright and library/museum digitization projects. Free culture and Creative Commons. Legislative advocacy processes inside and outside libraries.

Linklists: `http://pinboard.in/u:dsalo/t:copyright`, `http://pinboard.in/u:dsalo/t:sopa`, `http://pinboard.in/u:dsalo/t:dmca`, `http://pinboard.in/u:dsalo/t:acta`, `http://pinboard.in/u:dsalo/t:creativecommons`

EIFL, Berkman Center. "Copyright for Librarians." Modules 1, 3, 4, 6. Start from `http://cyber.law.harvard.edu/copyrightforlibrarians/Module_1:_Copyright_and_the_Public_Domain`; module navigation at page-bottom.

Sims, Nancy. "Delving into the DMCA, Part I: what-all is even in there???" `http://blog.lib.umn.edu/copyrightlibn/2011/03/delving-into-the-dmca-part-one.html`

Seiderberg, Steven. "Copyright in the Age of YouTube." *ABA Journal.* `http://www.abajournal.com/magazine/article/copyright_in_the_age_of_youtube/`

Smith, Kevin. "ACTA and the embrace of big government." `http://blogs.library.duke.edu/scholcomm/2010/10/25/acta-and-the-embrace-of-big-government/`

Post, David G. "SOPA and the Future of Internet Governance." `http://verdict.justia.com/2012/02/13/sopa-and-the-future-of-internet-governance`

MacDonald, Jonathan. "SOPA & PIPA Infographic." `http://www.jonathanmacdonald.com/?p=5895`

Ars Technica. "Creative Commons images and you: a quick guide for image users." `http://arstechnica.com/tech-policy/2011/08/creative-commons-images-and-you/`

Association for Research Libraries. "Code of Best Practices in Fair Use for Academic and Research Libraries." `http://www.arl.org/bm~doc/code-of-best-practices-fair-use.pdf` (pp. 1-12; skim the remainder, realizing you may return to it later!)

Skim the news feed at `http://arl.org/sparc/` .

Week 2: Trade publishing

Learning objectives: Paper-based trade-publishing workflows and money-flows. Self-publishing. Vanity publishing. Frontlist/backlist/midlist. Costs of publishing (first-copy costs, distribution costs). The "Big Six." Book contracts. Royalties. Rights reversion. "Out-of-print" and why it matters. Local publishing.

Linklists: `http://pinboard.in/u:dsalo/t:publishing`, `http://pinboard.in/u:dsalo/t:authors`

Dessauer, John P. *Book publishing: a basic introduction.* Chapter III: "How Books Are Made." (See e-reserves.)

"Get Published!: Who are the Big Six publishers?" `http://www.pfspublishing.com/workshop/2011/03/get-published-who-are-the-big-six.html`

"How books are sold." `http://www.netread.com/howto/publisher/index.cfm?article=how_books_are_sold.cfm`

"Clauses for Writers." *Keep Your Copyrights.* `http://www.keepyourcopyrights.org/contracts/clauses/by-creator/2/friendly` (Make sure to click through all four "fists" at page top.)

Laughran, Jennifer. "Frontlist, backlist, midlist." `http://literaticat.blogspot.com/2010/09/frontlist-backlist-midlist.html`

Deahl, Rachel. "Whither the midlist publisher?" `http://www.publishersweekly.com/pw/by-topic/industry-news/publisher-news/article/49398-whither-the-midlist-publisher-.html`

Strauss, Victoria. "Vanity/subsidy publishers." `http://www.sfwa.org/for-authors/writer-beware/vanity/`

Konrath, Joe. "$100,000." `http://jakonrath.blogspot.com/2012/01/100000.html`

"Who controls eBook rights?" Copylaw. `http://www.copylaw.org/2011/12/who-controls-ebook-rights.html`

Austen, Ben. "The end of Borders and the future of books." *Bloomberg Businessweek.* `http://www.businessweek.com/printer/magazine/the-end-of-borders-and-the-future-of-books-11102011.html`

Shatzkin, Mike. "A coming new obsession: how to handle a smaller print-book business." `http://www.idealog.com/blog/a-coming-new-obsession-how-to-handle-a-smaller-print-book-business/`

Week 3: Trade ebook publishing

Ebook publishing (standards, formats, sales models). Current consumer-ebook supply chains (Amazon, Apple, Macmillan, Microsoft, etc), market fights, and lawsuits. DRM. POD. Agency vs. wholesale sales models. Ebook licensing in libraries. Patron-driven acquisition.

Linklists: `http://pinboard.in/u:dsalo/t:ebooks`, `http://pinboard.in/u:dsalo/t:amazon`, `http://pinboard.in/u:dsalo/t:apple`, `http://pinboard.in/u:dsalo/t:drm`, `http://pinboard.in/u:dsalo/t:pod`

Cecire, Natalia. "The visible hand." `http://nataliacecire.blogspot.com/2011/05/visible-hand.html`

Diener, Matthew. "ePub: the language of eBooks -- a primer." `http://epubsecrets.com/epub-the-language-of-ebooks-a-primer.php`

Johnson, Dennis. "Why has Google walked away from the Google eBookstore?" `http://mhpbooks.com/at-google-they-think-different/`

"The Traditional Publishing Bingo Card" `http://www.flickr.com/photos/shmuel510/5546944073/` and "The Electronic Publishing Bingo Card" `http://whatever.scalzi.com/2011/03/20/the-electronic-publishing-bingo-card/`

Strauss, Victoria. "Print-on-demand self-publishing services." `http://www.sfwa.org/for-authors/writer-beware/pod/`

Houghton-Jan, Sarah. "Imagine no restrictions: digital rights management." School Library Journal. `http://www.libraryjournal.com/lj/home/889452-264/harpercollins_caps_loans_on_ebook.html.csp`

Postrel, Virginia. "Amazon e-library is publishing's profit model." *Bloomberg*. `http://www.bloomberg.com/news/2011-11-14/amazon-e-library-is-publishing-s-profit-model-virginia-postrel.html`

"Why can't you borrow that Penguin e-book from the library?" *Los Angeles Times*. `http://latimesblogs.latimes.com/jacketcopy/2012/02/why-cant-you-borrow-penguin-e-books-from-the-librariy.html`

Hadro, Josh. "HarperCollins puts 26-loan cap on ebook circulations." *Library Journal*. `http://www.libraryjournal.com/lj/home/889452-264/harpercollins_caps_loans_on_ebook.html.csp`

"Did IPG chuck Amazon's tea into the bay?" *Los Angeles Times*. `http://latimesblogs.latimes.com/jacketcopy/2012/02/amazon-ipg.html`

Owen, Laura Hazard. "Some big-six publishers refuse to sign new contracts with Amazon." *Paid Content*. `http://paidcontent.org/2012/04/10/big-six-publishers-refuse-to-sign-new-contracts-with-amazon/`

"Judge: ample evidence that Apple 'knowingly joined' e-book conspiracy." *Ars Technica*. `http://arstechnica.com/apple/2012/05/judge-ample-evidence-that-apple-knowingly-joined-e-book-conspiracy/`

Brantley, Peter. "Rich books, poor society: Random House's price spike." *Publisher's Weekly*. `http://blogs.publishersweekly.com/blogs/PWxyz/2012/03/05/rich-books-poor-society-random-houses-price-spike/`

Kelley, Michael. "Kansas State Librarian can transfer thousands of titles from OverDrive to 3M at no charge." *Library Journal*. `http://www.libraryjournal.com/lj/home/892348-264/kansas_state_librarian_can_transfer.html.csp`

"Key findings [on library patrons and ebooks]." `http://www.thedigitalshift.com/research/patron-profiles/key-findings/`

"About Us | Library Renewal." `http://libraryrenewal.org/about/`

Week 4: Creators, information agencies, and the social web

Learning objectives: "Library 2.0," "Museum 2.0." Online and offline outreach for information agencies. Publishing as outreach. Digitization as outreach. MPLP digitization. Assessing online outreach. Crowdsourcing. Crowdsourced funding models for publishing (Kickstarter, Unbound, Gluejar).

Linklists: `http://pinboard.in/u:dsalo/t:digitization`, `http://pinboard.in/u:dsalo/t:mplp`, `http://pinboard.in/u:dsalo/t:crowdsourcing`

Rogers, Jenica. "one piece of the changing landscape." `http://www.attemptingelegance.com/?p=1611`

Scalzi, John. "Amanda Palmer, Kickstarter, and everything." `http://whatever.scalzi.com/2012/05/03/amanda-palmer-kickstarter-and-everything/`

Watters, Audrey. "Unglue.it: a crowdfunded, e-book liberation project." *Inside Higher Education*. `http://www.insidehighered.com/blogs/hack-higher-education/unglueit-crowdfunded-e-book-liberation-project`

"Unbound: how it works." `http://www.unbound.co.uk/about`

Simon, Nina. "An open letter to museums on Twitter." *Museum 2.0*. `http://museumtwo.blogspot.com/2008/12/open-letter-to-museums-on-twitter.html`

Fuchs, Jenny. "Examples of how museums are using Pinterest." *Museum Diary*. `http://jennifuchs.tumblr.com/post/17227794320/examples-of-how-museums-are-using-pinterest`

Skim the Library as Incubator Project website at `http://www.libraryasincubatorproject.org/` and think critically about how it is using social media, and what changes it is advocating in how libraries respond to artists.

Lally and Dunford. "Using Wikipedia to extend digital collections." *D-Lib Magazine*. `http://www.dlib.org/dlib/may07/lally/05lally.html`

Carter, Lisa. "It's the Collections that are Special." `http://www.inthelibrarywiththeleadpipe.org/2009/its-the-collections-that-are-special/`

Parry, Mark. "Out of fear, colleges lock books and images away from scholars." `http://chronicle.com/article/Out-of-Fear-Institutions-Lock/127701/` (Read carefully. What *precisely* is and isn't meant by "locking books and images away from scholars" and why *precisely* is it happening?)

Holley, Rose. "Crowdsourcing: how and why should libraries do it?" `http://www.dlib.org/dlib/march10/holley/03holley.html`

Owens, Trevor. "Crowdsourcing cultural heritage: the objectives are upside down." `http://www.trevorowens.org/2012/03/crowdsourcing-cultural-heritage-the-objectives-are-upside-down/`

Week 5: Scholarly-journal publishing

Learning objectives: The "Big Deal." The serials crisis; protest against it. E-journal licensing. Open access; repositories; open-access journals; scam open-access publishers. The Aaron Swartz case. The Research Works Act. FRPAA.

Linklists: `http://pinboard.in/u:dsalo/t:openaccess`, `http://pinboard.in/u:dsalo/t:ejournals`, `http://pinboard.in/u:dsalo/t:bibliometrics`, `http://pinboard.in/u:dsalo/t:peerreview`, `http://pinboard.in/u:dsalo/t:swartz`

Serials crisis in a nutshell:

Frazier, Ken. "The librarians' dilemma: contemplating the costs of the 'big deal.' *D-Lib Magazine*. `http://www.dlib.org/dlib/march01/frazier/03frazier.html` (look at the date! prescient!)

Carlson and Pope. "The 'Big Deal': A survey of how libraries are responding and what the alternatives are." *Serials Librarian*. `http://dx.doi.org/10.1080/03615260903206861`

Open access:

Suber, Peter. "Open access overview." `http://www.earlham.edu/~peters/fos/overview.htm` (Click links on anything you don't understand. Many untruths about open access are common currency still.)

Carroll, Michael W. "Complying with the NIH Public Access Policy - copyright considerations and options." `http://www.arl.org/sparc/advocacy/nih/copyright.shtml` (you do not need to download and read the whitepaper)

Berkman Center. "Notes on the Research Works Act." `http://cyber.law.harvard.edu/hoap/Notes_on_the_Research_Works_Act`

Berkman Center. "Notes on the Federal Research Public Access Act." `http://cyber.law.harvard.edu/hoap/Notes_on_the_Federal_Research_Public_Access_Act`

Hoorens et al. "Embracing the future: embedding digital repositories in the University of London (summary)." `http://www.rand.org/content/dam/rand/pubs/technical_reports/2008/RAND_TR625.sum.pdf`

Salo, Dorothea. "Who owns our work?" *Serials*. `http://digital.library.wisc.edu/1793/45742`

History (skim these to get a sense of the timeline and the players):

Meek, James. "Science world in revolt at power of the journal owners." `http://www.guardian.co.uk/uk/2001/may/26/highereducation.physicalsciences?CMP=twt_gu`

Hane, Paula J. "Cornell and other university libraries to cancel Elsevier titles." *Information Today*. `http://newsbreaks.infotoday.com/nbreader.asp?ArticleID=16580`

Giles, Jim. "PR's 'pit bull' takes on open access." Nature News. `http://www.nature.com/nature/journal/v445/n7126/full/445347a.html`

Compare the PRISM Coalition's website at `http://www.prismcoalition.org/` to the tactics suggested by Dezenhall.

"Harvard faculty adopts open-access requirement." *Chronicle of Higher Education*. `http://chronicle.com/article/Harvard-Faculty-Adopts/40447`

Thornton-Verma, Henrietta. "Plan B: life after the Big Deal." *Library Journal Reviews*. `http://reviews.libraryjournal.com/2012/04/reference/plan-b-life-after-the-big-deal/`

Howard, Jen. "U. of California tries just saying no to rising journal costs." *Chronicle of Higher Education*. `http://chronicle.com/article/U-of-California-Tries-Just/65823/`

Kennerly, Maxwell. "Examining the outrageous Aaron Swartz indictment for computer fraud." `http://www.litigationandtrial.com/2011/07/articles/series/special-comment/aaron-swartz-computer-fraud-indictment/`

"Values and Scholarship." Inside Higher Ed. `http://www.insidehighered.com/views/2012/02/23/essay-open-access-scholarship`

Gowers, Tim. "Elsevier -- my part in its downfall." `http://gowers.wordpress.com/2012/01/21/elsevier-my-part-in-its-downfall/` See the Elsevier-boycott petition at `http://thecostofknowledge.com/` and note the number of Library and Information Sciences signatories.

Week 6: Scholarly monograph publishing and ebooks; scholarly reputation

Learning objectives: University presses, scholarly societies, and their business models. Where monographs fit in academia. How the Big Deal impacted the scholarly-monograph market. Scholarly-press experiments in open access and ebooks. Libraries and university presses. The Georgia State e-reserves lawsuit. Legal and procedural threats to interlibrary loan. Impact factor and other bibliometric measures. Alternative metrics.

Linklists: `http://pinboard.in/u:dsalo/t:sustainability`, `http://pinboard.in/u:dsalo/t:unipresses`, `http://pinboard.in/u:dsalo/t:ereserves`, `http://pinboard.in/u:dsalo/t:ill`

Society publishers, university presses, monographs:

Lende, Daniel. "American Anthropological Association takes public stand against open access." `http://blogs.plos.org/neuroanthropology/2012/01/31/american-anthropological-association-takes-public-stand-against-open-access/`

Friedman, Kerim. "SSCI and open access." `http://savageminds.org/2012/02/02/ssci-and-open-access/`

O'Malley, Mike. "Saving the AHA" `http://theaporetic.com/?p=3402` and "Book costs again" `http://theaporetic.com/?p=3484`

Kelty, Christopher. "How not to run a university press (or how sausage is made)" `http://savageminds.org/2010/08/31/how-not-to-run-a-university-press-or-how-sausage-is-made/`

Cairns, Michael. "ALA speech parallel universe: monographs don't support the library mission." `http://personanondata.blogspot.com/2011/06/ala-speech-parallel-universe-monographs.html`

Fister, Barbara. "We're not dead yet!" *Library Journal*. `http://www.libraryjournal.com/article/CA479162.html`

Salisbury, Leila W. "Five things that university presses should know about working with libraries." *The Chronicle Review*. `http://chronicle.com/article/Five-Things-That-University/127636/`

Polanka, Sue. "University presses and ebooks: a new horizon." `http://www.infotoday.com/online/jan12/Polanka-EBook-Buzz-University-Presses-and-Ebooks-A-New-Horizon.shtml`

Interlibrary loan, e-reserves, Georgia State:

Kelley, Michael. "Research libraries, publishers stake out positions on international ILL." `http://www.libraryjournal.com/lj/home/891002-264/research_libraries_publishers_stake_out.html.csp`

Wilson-Higgins, Suzanne. "Could print-on-demand actually be the 'new interlibrary loan'?" Interlending & Document Supply 39:1 (2011). `http://dx.doi.org/10.1108/02641611111112093`

ARL. "Report of the task force on international interlibrary loan and document delivery practices." `http://publications.arl.org/rli275/2`

Butler, Brandon. "Issue brief: GSU fair use decision recap and implications." `http://www.arl.org/bm~doc/gsu_issuebrief_15may12.pdf`

Grimmelmann, James. "Inside the Georgia State opinion." `http://laboratorium.net/archive/2012/05/13/inside_the_georgia_state_opinion`

Smith, Kevin. "More on GSU and the publisher response." `http://blogs.library.duke.edu/scholcomm/2012/05/22/more-on-gsu-and-the-publisher-response/`

Bibliometrics, alternative metrics:

Lawrence, Peter A. "Lost in publication: how measurement harms science." `http://www.int-res.com/abstracts/esep/v8/n1/p9-11/`

Swoger, Bonnie. "Evaluating research by the numbers." ACRLog. `http://acrlog.org/2011/10/03/evaluating-research-by-the-numbers/`

Wilhite and Fong. "Coercive citation in academic publishing." *Science*. `http://www.sciencemag.org/content/335/6068/542.full`

"altmetrics: a manifesto." `http://altmetrics.org/manifesto/`

SURFfoundation. "Users, narcissism and control: tracking the impact of scholarly publications in the 21st century." `http://www.surffoundation.nl/nl/publicaties/Documents/Users%20narcissism%20and%20control.pdf`

Lugg, Rick. "Bibliometrics and book retention." `http://sampleandhold-r2.blogspot.com/2012/02/bibliometrics-and-book-retention.html`

Week 7: Textbook and reference publishing

Learning objectives: K-12 textbook markets; legislation related to them. How college textbook markets work. Costco v. Omega; Wiley v. Kirtsaeng. E-textbooks. Open-access textbooks. TEACH Act; using copyrighted materials in classrooms. "Learning objects." Apple, Barnes&Noble, Microsoft and their e-textbook bets. Reference publishing.

Owen, Laura Hazard. "What Apple is wading into: a snapshot of the K-12 textbook business." *Paid Content*. `http://paidcontent.org/2012/01/21/419-the-abcs-and-123s-of-apple-and-the-k-12-textbook-market/`

Carmody, Tim. "Apple's new iBooks won't school college bookstores any time soon." *Wired*. `http://m.wired.com/epicenter/2012/01/apple-college-bookstores/`

Watters, Audrey. "Apple and the digital textbook counter-revolution." Inside Higher Ed. `http://hackeducation.com/2012/01/19/apple-and-the-textbook-counter-revolution/`

Kelty, Christopher. "The disappearing virtual library." *Al Jazeera English*. `http://www.aljazeera.com/indepth/opinion/2012/02/2012227143813304790.html`

Watters, Audrey. "OER textbook startup sued by publishers for copyright infringement." *Inside Higher Ed*. `http://www.insidehighered.com/blogs/hack-higher-education/oer-textbook-startup-sued-publishers-copyright-infringement`

"California state legislature investigating high textbook costs." `http://tap.usf.edu/news/california-state-legislature-investigating-high-textbook-costs/`

Moskin, Julia. "Are Cookbooks Obsolete?" `http://www.nytimes.com/2011/11/09/dining/are-apps-making-cookbooks-obsolete.html`

Smith, Mitch. "Textbook alternative." *Inside Higher Ed*. `http://www.insidehighered.com/news/2012/05/10/university-minnesota-compiles-database-peer-reviewed-open-source-textbooks` (please click over to the catalog and look around)

Listen to the interview with Wordnik founder Erin McKean (on Learn@UW).

Hamilton, Buffy. "Why we won't purchase more Kindles at the Unquiet Library" `http://theunquietlibrarian.wordpress.com/2011/07/27/why-we-wont-purchase-more-kindles-at-the-unquiet-library/` and "Next steps in the eReader journey: the Nook Simple Touch" `http://theunquietlibrarian.wordpress.com/2011/08/11/next-steps-in-the-ereader-journey-the-nook-simple-touch/`

Fister, Barbara. "Supremely confusing: Kirtsaeng v. Wiley." `http://www.insidehighered.com/blogs/library-babel-fish/supremely-confusing-kirtsaeng-v-wiley`

Smith, Kevin. "First sale goes to the Supreme Court, again." `http://blogs.library.duke.edu/scholcomm/2012/04/16/first-sale-goes-to-the-supreme-court-again/`

Week 8: Mass-digitization projects

> *Learning objectives: Google Books and the various Google Books lawsuits. Orphan works. Europeana, the Digital Public Library of America. PACER and RECAP.*

Linklists: `http://pinboard.in/u:dsalo/t:orphanworks`, `http://pinboard.in/u:dsalo/t:googlebooks`, `http://pinboard.in/u:dsalo/t:opengovt`, `http://pinboard.in/u:dsalo/t:dpla`

"Recap Firefox Extension: About." `https://www.recapthelaw.org/about/`

Schultze, Stephen. "PACER, Recap, and the movement to free American case law." `http://blog.law.cornell.edu/voxpop/2011/02/03/pacer-recap-and-the-movement-to-free-american-case-law/`

"Europeana FAQs." `http://pro.europeana.eu/web/guest/europeana-faq`

Darnton, Robert. "A library without walls." *The New York Review of Books*. `http://www.nybooks.com/blogs/nyrblog/2010/oct/04/library-without-walls/`

Carr, Nicholas. "The library of utopia." *Technology Review*. `http://www.technologyreview.com/web/40210/`

Samuelson, "GBS as copyright reform." `http://www.slideshare.net/naypinya/samuelson-gbs-as-copyright-reform`

Band, "GBS March Madness." `http://www.arl.org/bm~doc/gbs-march-madness-diagram-final.pdf`

Grimmelmann, "Inside Judge Chin's Opinion." `http://laboratorium.net/archive/2011/03/22/inside_judge_chins_opinion`

Smith, Kevin. "Why is adopting orphans controversial?" `http://blogs.library.duke.edu/scholcomm/2011/09/12/why-is-adopting-orphans-controversial/`

Grimmelmann, James. "Hathi Trust singlehandedly sinks orphan works reform." `http://laboratorium.net/archive/2011/09/15/hathitrust_single-handedly_sinks_orphan_works_refo` (Ask yourself why the process Hathi designed did not find these work owners. Then ask yourself about librarian blind spots around information-seeking.)

Coyle, Karen. "Authors Guild sues Hathi Trust." `http://kcoyle.blogspot.com/2011/09/authors-guild-sues-hathitrust.html`

Assignments

Grading Schema and Due Dates

Assignments:	Percentage	Due Date
Playing the Game 1	15%	(varies)
Playing the Game 2	15%	(varies)
Book Review 1	15%	Monday, July 9
Book Review 2	15%	Monday, July 30
Scenario-plan report	30%	Friday, August 10
Readings and forum participation	10%	

Final grade scale: 100-93.5 A; 93.4-89.5 AB; 89.4-83.5 B; 83.4-79.5 BC; 79.4-73.5 C and so on…

No extra credit opportunities are available in this class. No assignment grades are dropped. Any student failing entirely to turn in an assignment listed above will automatically fail the course.

PLAYING THE GAME

For each of two weeks during the semester, you will be assigned a Player and one or more Opponents and/or Allies in the Game of the Week. Each available Game (that is, the contentious issue or the players' goals) is described below. If you would prefer a different week, you may ask a classmate to swap weeks with you, but you must do so *during the first week of class*. After that, swaps are not available!

BY THURSDAY of each week you are a Player in the Game, you are expected to post your Player's Move to the appropriate week's forum. A Move is a single, discrete strategy for the next one to three years designed to improve your Player's position in the Game, on the way to achieving your Player's ultimate ends (whatever you, on reflection, believe those are). Your Move should briefly explain your Player's ultimate ends, and how you believe the Game will play out given your Move. Note well: you need *not* outline your Player's entire set of strategies, just put forward one clear one!

All Moves will be screened (invisible) until Thursday evening/Friday morning.

BY MONDAY of the next week, you must read your Opponents' and Allies' moves and Counter *each* of them, explaining how your Player will neutralize your Opponents and bolster your Allies. (Finding common ground with Opponents is also an acceptable Counter, of course.) You may build on your Player's existing Move or invent a new strategy. You may also decide that an Opponent's move does not require an explicit Counter, but you will then have to explain either 1) why your Opponent's move will be ineffective, 2) why your Player cannot effectively Counter your Opponent's Move, or 3) why your Player believes that your Opponent's move is also in your Player's interest. Whatever Counter you choose, you should explain how you believe the Game will play out given your Opponent's Move and your Counter. You may (but need not) take into account other Counters.

Your participation in each Game will be graded on a ten-point scale:

> ➢ Move plausibility, given in-class reading and out-of-class research: 3 points
> ➢ Move effectiveness and ingenuity: 3 points
> ➢ Counter plausibility, given in-class reading and out-of-class research: 3 points
> ➢ Counter effectiveness and ingenuity: 3 points
> ➢ Mechanical (spelling, grammar, etc) and informational correctness: 3 points

Until Counters are complete for a given week, please allow your classmates to consider their Moves and Counters in peace. After that, it's open season: anyone may jump in to refine Moves and Counters, suggest further Moves or Counters, create alternate scenarios, or otherwise contribute to the discussion. These will count toward your Readings and Participation grade; I expect at least two substantive contributions over the course of the semester to Games in which you are *not* a Player.

Week 1 Game: "Dealing With Copyright Online." Players: Walt Disney Corporation, Association of American Publishers, Electronic Frontier Foundation, American Library Association, Recording Industry Association of America. At issue: copyright-related legislation.

Week 2 Game: "Writing a Book Contract." Players: Big Six Publisher, Ebook-Publishing Entrepreneur, Amazon, Midlist Author, Famous Author. At issue: electronic rights, definition of "out-of-print," rights reversion, royalties, choice between self-publishing and publishing with a publishing company.

(No Game for week 3, to avoid Fourth of July issues. Counters for Week 2 are still due on July 2.)

Week 4 Game: "Profiting from Ebooks." Players: Amazon, Apple, OverDrive, Kansas State Libraries, Big Six publishers. At issue: varying definitions of "profit;" choose your Player's interpretation wisely! Also DRM, lawsuits.

Week 5 Game: "Open Access." Players: Elsevier, SPARC, a scholarly-communications librarian in an academic library, Stuart Shieber (or Tim Gowers, or Tyler Cowan), Aaron Swartz.

Week 6 Game: "University Presses." Players: Cambridge University Press, Rockefeller University Press, Georgia State University Libraries, Open Humanities Press, PressForward. At issue: survival of the fittest!

Week 7 Game: "Profiting from Textbooks." Players: Apple, Boundless Learning, Macmillan, California State Legislature, Princeton University. At issue: textbook prices, e-textbook licenses and permitted uses, e-textbook adoption.

BOOK REVIEWS
Choose one book each from TWO of the categories listed below, and review the books as though you were reviewing for an ALA divisional journal (e.g. *Information Technology and Libraries*, *Reference and User Services Quarterly*, or *College and Research Libraries*). A good book review is no more (and ideally much less) than 1000 words long (I am giving you a breather here; most review venues insist on half that or less) and engagingly written. It includes a BRIEF summary of the book's argument(s), a summary of the book's strengths and weaknesses, and a recommendation (or not) for library purchase containing a statement of appropriate audiences for the book.

At least one book in each category is available electronically, on the open web or via library subscription. Several others are on print reserve in the SLIS library. You should be able to find some in local public libraries. Please use discretion in checking out books!

Post your review to the Book Reviews forum on Learn@UW. Do NOT include it as a Microsoft Word file or PDF, please! The forum is open all semester long; feel free to turn in reviews as early as you like.

Academia
➢ Michael Nielsen: *Reinventing Discovery*
➢ Corynne McSherry: *Who Owns Academic Work?*
➢ Christine Borgman: *Scholarship in the Digital Age*
➢ Kathleen Fitzpatrick: *Planned Obsolescence: Publishing, Technology, and the Future of the Academy*

Copyright and the Cultural Commons
➢ James Boyle: *The Public Domain*
➢ Jason Mazzone: *Copyfraud and Other Abuses of Intellectual Property Law*
➢ Larry Lessig: *Free Culture: the Nature and Future of Creativity*
➢ Larry Lessig: *The Future of Ideas: the Fate of the Commons in a Connected World*

Ebooks
➢ Walt Crawford: *The Librarian's Guide to Micropublishing*
➢ Jeff Gomez: *Print Is Dead: Books in Our Digital Age*
➢ Catherine C. Marshall: *Reading and Writing the Electronic Book*
➢ Gary Hall: *Digitize This Book!*

SCENARIO PLANNING

Perform steps 1 through 4 of the "Wired Guide to Scenario Planning" at `http://www.wired.com/special_multimedia/2009/ff_scenario_1708` with respect to ONE of the situations listed below. Consider the points of view of all interested parties listed beside the situation you choose to analyze; you may consider others as well should your situation warrant. Your written scenario plan should include:

- a list of "key uncertainties," with sufficient description to identify each one, and a brief description of the directions each could go
- a list of "key certainties," with sufficient description to unambiguously identify each one
- one or more Step 2 scenario grids; each quadrant should be described in two sentences or less. You may choose to do more than one scenario grid if you cannot decide on only two most-important uncertainties.
- a possible future (Step 3) from each quadrant of each scenario grid, each with a half- to one-page (double-spaced) description
- a list of implications for each quadrant of each scenario grid
- a list of actions for each quadrant of each scenario grid FOR EACH INTERESTED PARTY LISTED BESIDE THE SCENARIO. Repeating actions across agency types is acceptable where warranted, but the lists should not be identical across all agency types.

Situations:
- Orphan works (Hathi Trust, academic-library digitization arm, archives, publisher with extensive backlist)
- Trade ebooks (urban public library, rural public library, tribal library, Big Six publisher)
- The Big Deal/serials crisis (large toll-access publisher, open-access publisher, scholarly author in the sciences, scholarly author in the humanities, academic library)
- Textbooks and e-textbooks (major print textbook publisher, K-12 school, college/university department, college/university administration, software/online-services behemoth such as Amazon or Apple)
- Self-publishing (commercial/trade midlist author, commercial/trade major author, ebook sales platform such as Amazon or Apple, public library)
- Regulation of the Internet by copyright holders/network neutrality (college/university administration, commercial author, academic author, ALA)
- Getting attention online (urban public library, rural public library, academic-library digitization arm, academic author, commercial/trade author, archives)

If you have a different situation in mind, contact me to propose it. I am likely to suggest interested parties you should consider as you perform your analysis.