



MUSE muse.jhu.edu NEWS

Spring 2007 Volume 7, Number 4

New Markets Mean New Awareness

In the Summer 2005 issue of *MUSE News*, the cover story detailed Project MUSE®'s plans to expand its international subscriber base and raise awareness around the world. In the intervening years, great progress has been made towards those goals, and the MUSE staff has gained significant knowledge regarding the unique challenges and rewards of serving an international marketplace.

Project MUSE was created in 1995 at the Johns Hopkins University Press, and initially expanded into a collaboration among many notable U.S. university presses. After this first growth phase, it became clear that to continue its successful development as a ground-breaking electronic publishing initiative, MUSE would need to attract both publishers and more customers from outside North America. In Summer 2005, just under 30% of MUSE subscribers were outside the United States. Since then, a new international price model has been introduced, and MUSE's subscription options for libraries have expanded. Today nearly 35% of the MUSE subscribers are located outside the U.S., and serving this ever more diverse user community means that MUSE must remain agile to keep up with the evolving technologies and standards around the world.

One of the most significant lessons learned in MUSE's expansion is that new technologies are adopted at different rates and implemented in different ways around the world. The library communities of the U.S., Canada, Australia, the UK, and Scandinavia are most similar to each other in terms of both the technologies they've adopted and the ones they're exploring; in database licensing practices these countries are also quite similar to one another. Often when a national government is involved in negotiating license terms and in setting standards for database delivery, as is the case in Brazil, Sweden, the UK, Greece, and Portugal to name a few, many specific technologies are often written into the requirements—sometimes even technologies that

have yet to be proven, such as Shibboleth. Because these national consortia are important customers for MUSE and for our publishers, we make every effort to comply with the technical requirements of their contracts, even if it occasionally requires some rearrangement of technical development priorities for the product.

In countries with less developed economies, libraries may struggle with what we in the U.S. consider basic technologies: for example, authentication by IP recognition. Static IPs are standard in the U.S. academic community, but they are relatively rare in countries where the telecommunications infrastructure is not well developed. In the U.S. most universities own their own IPs, but in other places it is common for an academic institution to use a commercial Internet service provider, which may result in licensing issues if that provider does not restrict access to only authorized users from the library. Proxy servers are still relatively new to some academic library communities, and offering remote access to users is more challenging in less developed regions.

Where library funds are very limited, MUSE, as a humanities and social sciences product, often faces difficulty gaining a foothold as scarce acquisition dollars are typically spent first on critical (and often significantly more expensive) materials in the STM (Science Technology Medicine) disciplines. However, as investments in electronic resources grow, librarians may make a priority of balancing their collections, and MUSE can provide an affordable, reputable, and comprehensive destination for humanities and social science content. In contrast, there are countries where cultural tourism contributes significantly to the economy, and in those places even the business schools may hold humanities content in high esteem.

In certain parts of the world, strategic partnerships are vital to the success of Project MUSE. Language barriers and cultural differences

(continued on page 2)

UPCOMING CONFERENCES

**Association of College
and Research Libraries
(ACRL) National
Conference**
Baltimore, MD
March 29-April 1, 2007
Booth #1014

**American Library
Association (ALA)
Annual Conference**
Washington, D.C.
June 23-26, 2007
Booth #3909

*Join us for exciting activities
during the ACRL National
Conference. Come to the MUSE
booth to try your luck in our
Baltimore Trivia Games.
Use that knowledge of minutiae
to win a prize!*

Game times during the conference:

Thurs, March 29
(during the Exhibits Opening Reception)
Game time: 6:15pm

Fri, March 30
Game times: 10:00am, 3:30pm

Sat, March 31
Game times: 10:00am,
12:00pm, 1:00pm, 3:30pm

**Project
MUSE®**
Scholarly journals online

Published seasonally by Project MUSE, a collaboration of more than 60 not-for-profit publishers in conjunction with the Milton S. Eisenhower Library; *MUSE News* is distributed gratis to subscribers and the library community.

DIRECTOR'S MUSINGS

How do you define Project MUSE? This question has been on my mind during my first months as director, and it's one I've posed to subscribers, publishers, users, and MUSE staff. Certain words were common to all responses: partnership, custodian, valued, scholarly, responsive.

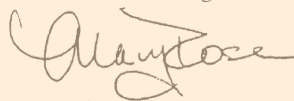
MUSE is undoubtedly all of those things. Librarians know MUSE as the reputable online home of hundreds of journals in the humanities, social sciences, and arts. Publishers know MUSE as a trusted collaborator, disseminator, and guardian of their content. But how do users know MUSE?

It's the last question that's key to our continued growth and success. Thanks to conferences and conversations, we're well aware of the growing reach of various Web 2.0 technologies and what they mean to the user community. Social networking tools are increasingly popular. The source of information can become lost in the desire to find things quickly and easily.

At a recent seminar organized by the Professional and Scholarly Publishing Division of the Association of American Publishers, I and several MUSE staff heard various perspectives on "Publishing 2.0," with advice and insight on how to navigate the changing landscape of user expectations. Several speakers demonstrated enviable products and services that featured new technologies that gave more control to users. However, it was a panel of students, organized by the Johns Hopkins Sheridan Library's own Sayeed Choudhury, which really piqued the

audience's interest. After each student gave his perspective on how he finds and uses electronic information (hint: they want it easy to find, easy to access, easy to incorporate into their research, and barrier free), each was asked where, if anywhere, he would publish. With some resignation, they admitted that they, too, still needed to publish by traditional means, in peer-reviewed journals. As Tim Stinson, a member of the panel also from Hopkins, pointed out, "Every scholar feels insulted if you offer them information in anything other than electronic format and if you offer to publish them in anything other than print format."

At MUSE, we believe our role is to carefully evaluate and implement those features and functionality that serve our many constituencies: the MUSE publishers, the library subscribers, and the many users worldwide. Are there features you would like to see added to the MUSE site? Do your users take advantage of certain technical enhancements more than others? What one thing would you like to see MUSE enable? Send your comments and suggestions to me at mrm@press.jhu.edu. And thank you for your support of MUSE. I look forward to charting the waters of Web 2.0 with you!



Mary Rose Muccie
Director, Project MUSE

("New Markets Mean New Awareness" continued from page 1)

can impede sales efforts and customer support, and local subscription agents serve a vital role in facilitating communication between Project MUSE and the library. In some countries, libraries cannot pay invoices over a certain amount or in foreign currency to international suppliers, so the subscription agent helps facilitate payment. Multiple subscription agents may be involved if local requirements are that educational or government institutions must put all bids out to a public tender. "Subscription agents are a big help to us because they serve customers in the local language and they help to span the cultural gap as well," says Ann Snoeyenbos, MUSE Sales Coordinator for International Markets.

While agents assist with key transactions, face-to-face meetings remain extremely important to MUSE's success. "It is easy to imagine that one can sell an online product strictly through online

communication, but the reality is that people like to see a tangible manifestation of the brand before mailing off a check for an intangible product," says Snoeyenbos. "From my perspective as well, it is a lot easier to work through subscription specifics if I have the person's face in mind as I write emails. Face to face communication makes it all seem more real."

Project MUSE has made great strides in increasing awareness and brand recognition around the world. In the past year, its subscription base has expanded to include China, Croatia, Kuwait, Lebanon, Nigeria, Poland, and Romania. New consortium partnerships in Greece, Spain, and South Africa provide opportunities for greater library participation. Outreach and instructional materials are also being designed with the diverse needs of users in new markets in mind. MUSE is making its mark on the world map.

New e-Newsletter Debuts

Project MUSE recently introduced a new way for subscribers and users to stay up-to-date with news and information about MUSE: The MUSE Letter, an electronic newsletter that is delivered to a recipient's email address.

MUSE attends several library conferences throughout the year and at these conferences engages in conversation with librarians from subscribing institutions. Recent conversations revealed that many librarians who teach MUSE to students and faculty do not see the print *MUSE News* on a regular basis. Furthermore, many expressed the desire to receive more timely communications that can be individually received and that contain information needed to stay current with changes in MUSE content and functionality. The electronic newsletter is an efficient way to disseminate MUSE information directly to a large number of subscribers.

While there will be some overlap with the print *MUSE News*, the e-newsletter is designed to be a timesaving vehicle that focuses on the needs of the day-to-day MUSE user: librarian, faculty member, and researcher. Regular topics will include tips for searching MUSE effectively, a summary of journals launched and technologies implemented, and reminders about information gathering tools and promotional material available on the MUSE website. Subscribing to the e-newsletter is voluntary and only those who subscribe will receive it in their email mailbox.

The MUSE Letter was first announced in January at the American Library Association Midwinter Meeting in Seattle. MUSE subscribers responded favorably in both support for the idea and in signing up for the e-newsletter. As the e-newsletter develops, we hope it will become a resource for learning and sharing ideas on how MUSE is used and taught at subscribing institutions.

To subscribe to the e-newsletter, go to the For Librarians page on the MUSE website, <http://muse.jhu.edu/about/librarians> and click on the link: Subscribe to e-Newsletter.

Testing Partner Sought for SRU Search Protocol

Project MUSE is looking to partner with an institution that uses the search protocol SRU for testing this functionality in MUSE. MUSE is in the final phase of implementing compliance with SRU, Search/Retrieve via URL, an information retrieval standard for Internet search queries, and needs an institution that is currently using SRU to assist with testing.

If your institution is using SRU and would be interested in working with MUSE as a testing site, please send an email to the MUSE Technology Department at muse@muse.jhu.edu.

A Student's Perspective on Project MUSE

MUSE had a special opportunity to hear first hand how an undergraduate student uses MUSE for class assignments. Courtney Wilson, an English major at the University of North Carolina, frequently uses MUSE to research papers and study for finals. MUSE is pleased to share her thoughts and comments.

1) How and when did you become aware of Project MUSE? *It was late freshman or early sophomore year, when I became more involved in my English major. I would do searches for articles on different authors, literary criticism, etc., and many of the articles returned were from Project MUSE. The articles were always of the highest quality and were so helpful in research.*

2) How have you used MUSE in your schoolwork? *As an English major, I've found it to be an indispensable resource. The articles are so helpful in giving me a starting point for my own theses, as well as providing excellent support for my arguments. When I review for my English finals, I automatically use Project MUSE as a way to find good articles about authors and works I've read. The articles allow me to recall information I actually discussed in class, as well as provide extra thinking points I can explore in responding to questions on my finals.*

3) Are there certain things or particular benefits you like about MUSE? *I really like how there is an option in which pages are displayed as they would appear in print — the option to view the page in PDF format. It makes it easier and less intimidating to read when you are able to view articles in a condensed format, but it's really good to have both options available to readers. Also, providing all the bibliographic information is incredibly helpful in including accurate citations, especially as professors are becoming more wary of plagiarism. I also love the availability of back issues and how much information actually stays online for readers to access.*

4) Have you discussed Project MUSE with classmates, and if so, in what context?

Whenever someone mentions that they're having difficulty with a particular paper, I recommend that they use MUSE through our library resources. It's easy for me to be able to encourage my classmates to use it because it has been so helpful to me. I've also told some professors that it might be a helpful thing to mention to students when going over essay prompts and paper assignments.



Using MUSE to Your Advantage: Create List of MUSE Journal Holdings

The recently revised MUSE Journal Holdings tool is convenient for creating a customized list of MUSE journals. Download data such as URL, e-ISSN, print ISSN, coverage statement and publisher information. Create a list of all journals in MUSE or just those to which your institution subscribes. Run the list as often as needed, monthly, quarterly, semiannually, or annually and with whatever combination of data you need to reconcile your holdings and update your records. Or, use the tool to compare titles in different collections.

Find the MUSE Journal Holdings tool on the For Librarians page, <http://muse.jhu.edu/about/librarians>. Click on Create List of MUSE Journal Holdings.

Produce a list in 3 easy steps:

Step 1. Select the titles to include in the list. Click on the drop-down box to display a list of the Collections. Select a Collection based on whether you are looking at the current subscription year (2007) or the prior subscription year (2006, in this case).

Note: You may select any Collection, including any to which your institution does not subscribe. This flexibility allows you to compare collections.

Step 2. Select the format for your output. Click either Comma Delimited or Excel Spreadsheet. You may always rerun the list using the other option.

Step 3. Select the data to include in your list. Choose any or all of the twelve data elements. Click in the box next to each data element you want to include.

- Title
- URL
- First Issue Launched (indicates whether the first issue of a title new to MUSE is available online)
- Publisher
- Electronic ISSN
- Print ISSN
- OCLC Electronic Number
- First Issue Online (volume and number of first issue online in MUSE)
- Final Issue Online (volume and number of last issue of a title no longer offered in MUSE)
- Archive Only – title no longer produced in MUSE (Y or N)
- Coverage Statement
- Journal Description

Click on the Submit button to initiate the transaction.

The list may be rerun as many times as needed and with any combination of data elements and in either of the two formats. For any questions about the Journal Holdings Tool in MUSE, please send an email to muse@jhu.edu.

MUSE NEWS

2715 N. Charles Street
Baltimore, MD 21218-4363
Phone: 410-516-3846
Fax: 410-516-6968
muse.jhu.edu/about/muse/news
muse@muse.jhu.edu

For Project MUSE technical and customer support, call 410-516-6989 or email muse@muse.jhu.edu.

To subscribe to *MUSE News*, send an email with your name and address to muse@muse.jhu.edu.

Project MUSE is a registered trademark of the Johns Hopkins University Press.

©2007 The Johns Hopkins University Press

Content may be freely distributed provided that the proper attribution is given.