



Celebrating 5 years of publication! | **December 2006 • Number 33**

Welcome to the last librarynews of 2006. In this issue you will find details of Blackwell Reference Online, Blackwell's brand new online library giving instant access to the most authoritative and up-to-date scholarship across the humanities and social sciences. The launch reception was held during the Online Information Conference in London for the UK market. Subsequent launches are planned during January at the American Library Association Midwinter meeting, Seattle, USA and at the Information Online Conference, Sydney, Australia.

You will also find all of the licensing information for our 2007 collections, together with the very latest information regarding additional transfer titles and journal changes, and a discussion about impact factors from our own Bibliometrics Analyst.

Wiley Acquisition of Blackwell Publishing



As you are probably already aware, on Friday 17th November the planned acquisition of Blackwell Publishing by John Wiley & Sons was announced. Blackwell and Wiley wish to assure their customers that this will have no effect on their current licenses or licenses agreed for 2007. 2007 subscription prices will remain as announced and published in our respective price lists. Pricing for licensing online access to journals and online journal collections for 2007 is also unaffected as are Wiley's and Blackwell's terms and conditions. Wiley licenses will not include Blackwell journals and vice versa. All orders and inquiries should be sent to your usual contacts at each publisher.

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Subscribe Today!

To sign up for this newsletter simply visit: www.blackwellpublishing.com/librarians

Licensing the Blackwell Collection of Online Journals

The following collections are available from Blackwell Publishing for 2007.

Enrich your library's serials collection with online access to over 750 high quality peer-reviewed journals across a broad range of subject areas from the world's leading scholarly and professional societies.

Licensing access to Blackwell Publishing's Collection of online journals represents the best value for money for multidisciplinary institutions and library consortia wishing to provide the greatest breadth of content to their faculty, researchers and students, both on campus and off. Licensing the Collection offers a rich source of research articles for a fraction of the print price.

Pricing which is Fair and Transparent

Existing subscriptions must be maintained as part of the Collection licensing deal. They may be converted to online-only formats to make savings.

Access is provided through *Blackwell Synergy*, the highly popular linked and searchable online journals platform with over one million registered users www.blackwell-synergy.com

If you would like more information about licensing the Blackwell Publishing Collection, please contact your Account Manager: <http://www.blackwellpublishing.com/librarians/collection.asp> or email libraryinfo@blackwellpublishing.com

Collections available for 2007:

- Full Collection – 778 journals
- Science, Technology and Medicine Collection – 410 journals
- Social Science and Humanities Collection – 368 journals
- Medicine and Nursing Collection – 230 journals

More information about Blackwell Publishing journals:

- Blackwell is the leading publisher in 26 subjects, measured by its share of articles published according to ISI's 2005 Journal Citation Reports (JCR).
- Blackwell has 16 Number 1 ranked journals in ISI's 2005 JCR.
- Blackwell increased the number of published articles recorded by JCR by 15.5% from 2004 to 2005, the highest growth rate amongst all major publishers.
- 7 new journals in emerging research areas will be launched in 2007.
- 38 journals are transferring to Blackwell Publishing in 2007 (as of November 2006).

More Journals Transferring to Blackwell Publishing in 2007

The following journals have been added to the list of titles transferring to Blackwell in 2007:

Journal Title	Print ISSN	Online ISSN	Blackwell Code	Vol.	No. of issues per year	First Month of Publication	Previous Publisher
Developmental Medicine and Child Neurology	0012-1622	1469-8749	DMCN	49	12	January	Cambridge University Press
Journal of Cellular and Molecular Medicine	1582-1838	1582-4934	JCMM	11	6	February	Foundation for Cellular and Molecular Medicine
Journal of Public Health Dentistry	0022-4006	1752-7325	JPHD	67	4	March	American Association of Public Health Dentistry
Evolution	0014-3820	1558-5646	EVO	61	12	January	Allen Press
International Statistical Review	0306-7734	1751-5823	INSR	75	3	April	International Statistical Institute. Now incorporating Short Book Reviews
Journal of the American Water Resources Association	1093-474X	1752-1688	JAWR	43	6	February	American Water Resources Association

Note about *Teachers College Record*

Beginning in 2007, *Teachers College Record* will be published through the Gottesman Libraries at Teachers College. Institutional subscribers will have continuing online access to all volumes to which they have previously subscribed. Register to maintain continuing access to previous volumes and/or to activate a subscription for 2007 at www.tcrecord.net. Please note that content will continue to be available on *Blackwell Synergy* through the end of June 2007.

Additionally, institutional subscribers may contact *Teachers College Record's* subscription office via one of the other following ways:
Telephone: 1-800-633-4931
or 205-995-1567 (outside the U.S. and Canada)
Fax: 205-995-1588
Email: tcr@ebsco.com
Mailing address: PO Box 11127, Birmingham, AL, USA 35202

Request a Free Trial of Blackwell Reference Online Now

Blackwell Reference Online, E-book resources for learning and research

The new online reference e-book resource from Blackwell Publishing launched last week at London's Online Information conference.

To sign up for a FREE trial now email: libraryinfo@blackwellpublishing.com

Blackwell Reference Online is an essential online library of academic reference material across the humanities and social sciences. The product holds authoritative survey articles with current thinking in many key disciplines which students, researchers and teachers can cross-search using an innovative classification feature which links content by subject, person, period, topic and place.

Blackwell Reference Online is:

- **Authoritative** - written by the leading experts in the field.
- **Comprehensive** - full coverage of the key debates which define the subject.
- **Ground-breaking** - original essays which not only chart and summarize existing scholarship but provide new perspectives.
- **Proven** - many of the titles will already have featured on undergraduate and postgraduate reading lists.
- **International** - with contributions from scholars all over the world, Blackwell Reference Online gives a truly international perspective.
- **A perfect starting point for further research** - bibliographies, further reading lists, illustrations and glossaries make Blackwell Reference Online an ideal springboard for further research.

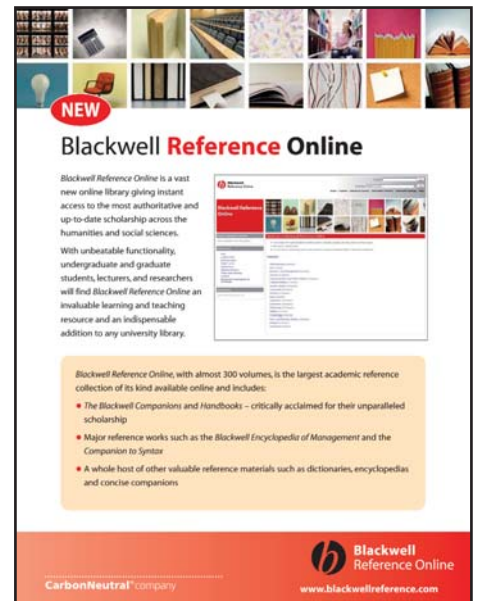
The database holds almost 300 volumes and 10,000 chapters including Blackwell's award winning *Companions* and *Handbooks* series and the entire 12-volume Blackwell *Encyclopedia of Management*.

Libraries can license access to the complete collection or to one or more of the subject collections:

- Business and Economics
- Philosophy and Religion
- Literature and Cultural Studies
- Language and Linguistics
- Sociology and Psychology
- History

Blackwell Reference Online is available to institutions as a one-time purchase for perpetual access to the whole collection or individual subject collections. New titles and editions published during the course of 2007 will be automatically included in Blackwell Reference Online and new volumes published in subsequent years can be added to the service for an additional fee.

All bibliographic references are OpenURL compliant, MARC records are provided, and there are DOIs (Digital Object Identifiers) at book and chapter level to facilitate easy linking for library systems. In addition, libraries will be able to access usage data compliant with the COUNTER Code of Practice for books and reference products.



NEW

Blackwell Reference Online

Blackwell Reference Online is a vast new online library giving instant access to the most authoritative and up-to-date scholarship across the humanities and social sciences.

With unbeatable functionality, undergraduate and graduate students, lecturers, and researchers will find Blackwell Reference Online an invaluable learning and teaching resource and an indispensable addition to any university library.

Blackwell Reference Online, with almost 300 volumes, is the largest academic reference collection of its kind available online and includes:

- The Blackwell Companions and Handbooks – critically acclaimed for their unparalleled scholarship
- Major reference works such as the Blackwell Encyclopedia of Management and the Companion to Syntax
- A whole host of other valuable reference materials such as dictionaries, encyclopedias and concise companions

CarbonNeutral company

Blackwell Reference Online
www.blackwellreference.com



To see an online demo, visit:

www.blackwellpublishing.com/librarians/reference_website_demo.ppt

To request pricing information or to set up a 60 day free trial, which will begin in January 2007, please contact your usual Blackwell Publishing Account Manager or email libraryinfo@blackwellpublishing.com

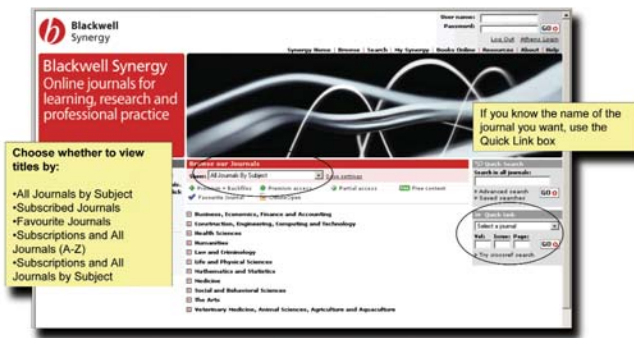
Backfiles Update



There are now 318 journals with digitized backfiles available to order, of these, 118 journals are completely digitized with pricing finalized. For an up-to-date title list and pricing go to: www.blackwellpublishing.com/backfiles

Please note that there was an error with the final pricing of *Molecular Microbiology* in last month's version of the pricelist. It has been revised down to £1065 / \$1830. The estimated price of the *Annals of the New York Academy of Sciences* has also been revised.

New Look for Blackwell Synergy – Previews available now



In addition to redesigning the website we are continuously working to improve the usability and features of *Blackwell Synergy*. New features added in the last year include RSS newsfeeds, citation alerts, top read articles and top cited articles. In the November 2006 release we introduced more links with PubMed and ISI: articles covered by

- reference links and citing article links
- Flexible alerting services: tables of contents, OnlineEarly and OnlineAccepted articles, citation alerts, research alerts by topic, author or search term, and all alerts available as email or RSS newsfeeds
- Industry-standard COUNTER-compliant reporting for librarians and societies

The new design is currently being made available to a limited number of librarians and other users for final testing before it is released to all users in mid-January 2007.



Blackwell Synergy will be relaunched in January with a brand new design.

This redesign provides easier navigation, faster loading times, and improved access to tools for researchers. In addition, the new website will meet the latest accessibility standards (ADA section 508 and W3C's WAI-AA). The main visible changes are the moving of the major functions to the left-hand menu, the grouping together of tools at each level of the website, tabs being replaced by left-menu listings and a cleaner look and feel.

PubMed or ISI will feature a link direct to those records. You will also be able to search ISI for citing articles directly from the article in *Blackwell Synergy*.

The new *Blackwell Synergy* still includes all the essential benefits for researchers and librarians including:

- Strong journal branding at all levels and with PDF branding coming soon
- The facility to add library names and logos to every page
- Extensive linking both within and outside Blackwell Synergy, forward and back with

To see a preview of the newly designed *Blackwell Synergy*, to see what's new and what's changed visit:

www.blackwellpublishing.com/synergym redesign

As a reminder, the full-text of articles in Blackwell Publishing journals will no longer be hosted on IngentaConnect from January 1st 2007. For more information about this change and what online access via *Blackwell Synergy* offers, please go to:

www.blackwellpublishing.com/librarians/ingentaconnect.asp

Spotlight on Blackwell Publishing in Asia



Most institutional librarians know Blackwell Publishing as a society publisher and one of the world's foremost publishers of scholarly and academic journals. What many of you may not realize is that Blackwell Publishing has had a presence in Asia for more than 25 years - with offices in the major Asian capital cities including Shanghai, Tokyo and Singapore; as well as agent representatives throughout the rest of the Asian region, such as Korea, Malaysia and Taiwan.



President of Blackwell Publishing Asia, Mark Robertson, set up its Melbourne headquarters back in 1971 and since then

has seen the Asian branch grow from strength to strength. The Asia arm of Blackwell Publishing now puts out 100 Asian journals - all of which are copy-edited, produced and marketed out of Asia. The publications are predominantly Australian,

Chinese, Japanese, and pan-Asian originated periodicals, including some of the most prestigious science, technical and medical specialty journals in the region such as *Entomological Research*, *Cancer Science*, *Hepatology Research*, and the most recently launched *Early Intervention in Psychiatry*. The local list of flagship humanities and social science journals includes, *Australian Economic History Review*, *China & World Economy*, *Abacus* and *Pacific Economic Review*.

Blackwell Publishing has also been successfully developing relationships with key Asian consortia over the past seven years - including agreements with CAUL, JANUL and KESLI. Our approach in Asia is unique as we are mindful of the geographical and language constraints. Blackwell Publishing in Asia has had to adapt its approach to these customers by working closely with our agents to ensure that clients always have a direct point of contact with a Blackwell representative who speaks their language, understands their needs and is able to respond in local time.

Our proactive approach in forging close relationships with our Chinese market in this manner has thus far borne fruit as evidenced by the ongoing client relations we have with CALIS and CAS. We are proud to say that the top Chinese universities including Peking University, and Shanghai Jiaotong University

in China count as some of our most loyal customers. In the Asian region, other top universities that are key Blackwell Publishing clients include the Korean Advanced Institute of Science and Technology, National University of Singapore, Taiwan University of Science & Technology, and Chiba University in Japan.

Blackwell, in conjunction with the World Health Organisation, has an initiative to provide developing Asian countries, such as Indonesia, Vietnam and Bangladesh, online access to key journals. Among these initiatives are: AGORA, HINARI, OARE and INASP.

During the next few years we will focus on strengthening relationships with our current customers. Through library marketing, conferences and customer visits we will show our ongoing commitment to the Asian market. We hope to encourage more libraries in Asia to explore the range of products and services we offer to their consortia and would like to see many more Asian libraries offering the excellent Blackwell Publishing Collections to their faculty, researchers and students.

In 2007 we will be launching some new and exciting products as well as the updated *Blackwell Synergy* website so our customers can look forward to hearing a lot more from us in Asia.

The Pros and Woes of the Impact Factor

Introduction

Since its inception over 40 years ago, the Impact Factor has become one of the chief measurements of journal performance. What was initially constructed as a measurement to allow Garfield to evaluate journals for inclusion in his newly created citation indexes, the Impact Factor is now being used for the evaluating, categorising, and the comparison of journals, by such diverse groups as authors, editors, librarians, publishers, funding agencies, and even governments.

The strength of the Impact Factor is in the simplicity of its construction. In simple terms it is the average citations per article within a particular journal. More precisely it is the average number of citations a group of journal articles published in the two previous years received in the current year, e.g. citations in 2006 to articles published in 2005 and 2004.

However, this simplicity in construction belies a hidden complexity in its use and interpretation. Over the years there have been a myriad of articles written about the use (and miss-use) of the Impact Factor.

Statistical and Temporal Bias

The single biggest problem with the Impact Factor, is the mistaken belief that the value represents, in a meaningful statistical way, the average quality of the articles published within that journal.

Citations are not normally distributed amongst the articles in a journal. Their distribution is highly skewed, much like the distribution of income in a population, with a small number of the super-rich earning many, many times more than the typical individual. This skew tends to inflate the average and is compounded by the fact that the citing window, the time within which citations are counted, is fixed. This temporal bias means that articles published earlier in the year have a longer period of time to generate citations than those published towards the end of the year.

The Impact Factor, therefore, is not measuring the 'average' quality of the journal, but instead it is a measurement of the quality of a sub-set of highly cited articles, usually of a particular age, within that journal.

While the statistical and temporal biases are serious ones, it can be argued that the playing field is the same for all journals, and so as long as each Impact Factor value is equally biased, then comparisons can be made.



Document Type Bias

In addition to the statistical and temporal bias, there are further serious biases which affect comparisons between journals based on Impact Factor alone. One of these is the document type bias.

Citations are received at different rates, and over varying periods of time, depending on their document type. Rapid communications can generate a lot of citations in a short period of time, but will not be cited over an extended period of time. Review articles, on the other hand, will be cited over an extended period of time, but may take longer to begin to be cited. Original research articles will feature somewhere in between.

These three different document types will receive different proportions of their lifetime citations within the citing window, and so the Impact Factor will be directly affected by the distribution of document types within the journal. Journals which exclusively publish review articles or exclusively publish rapid communications are more often than not to be found at the top of a grouping of journals within a particular subject area.

As a result when comparing this is that when comparing a particular journal to its peers, care needs to be taken to ensure that the comparison is appropriate.

Free Citation Bias

The final bias worth highlighting is that of the 'free' citations problem. The Impact Factor ratio counts citations on the numerator, and articles on the denominator. However, while citations to all articles are counted on the numerator, only a sub-set of published articles are counted on the denominator – the so called 'source articles'.

The reasoning for defining a source article is actually grounded in common sense. Certain article types are very unlikely to be cited, e.g. editorial material, meeting abstracts, book reviews, notices and other publication ephemera. To include these article types on the denominator would lead to a dilution of the Impact factor, and in this highly competitive journal market, would ultimately lead to these documents being excluded from the publication bringing the journals Impact Factor down.

However, because of this definition of articles as source articles or non-source articles, it is possible that some journals manipulate their impact factor to exploit the situation by increasingly publishing, and occasionally self-citing, these non-source items. This leads to the inflation of the number of citations on the numerator. This inflation is particularly evident in journals which publish a relatively low number of source items, where the number of 'free' citations can be a significant proportion of the total number of citations.

One specific example that stands to the fore is a particular journal publishing large numbers of meeting abstracts. While the probability of any one abstract being cited is low, if you publish enough abstracts, then the total number of citations can become quite large, without any of them being counted as source articles on the denominator. The 2006 JCR Impact Factor for the journal in question stands at 3.6, but if the free citations are excluded it shrinks to 0.6. Ascribing the same quality status of this journal to others with Impact Factors of around 3.6 would be a mistake.

Conclusion

To sum up, the Impact Factor is a measure that when used carefully is as good as any for making comparisons between similar journal types, within similar subject areas, and publishing similar proportions of different document types. However, caution should be taken when using the Impact Factor to compare journals which are dissimilar in these respects.

Written by Iain Craig, Bibliometrics Analyst, Blackwell Publishing

Environmental Science Research Freely Available in Developing Countries

OARE

RESEARCH IN THE ENVIRONMENT

A new initiative was launched on October 30th offering free access to environment journals for scientists, researchers and policy makers in the world's poorest countries. The new initiative, called OARE (Online Access to Research in the Environment), is run by the United Nations Environment Programme (UNEP), based in Nairobi, and by Yale University.

OARE is the third such initiative from a United Nations agency and as with the other two programs, HINARI and AGORA, Blackwell is one of the founding publishers and an active participant in the management of the programs. HINARI is of course the program of the World Health Organization (WHO) and offers free or low cost access to medicine, health, and related journals to publicly funded institutions in 113 developing countries. AGORA is the program of the Food and Agriculture Organization (FAO) offering access to journals in agriculture, food, and related subjects across Africa, Asia, Latin America, the Caribbean and Eastern Europe.

OARE will offer over 1,200 journals in such fields as biotechnology, botany, climate change, ecology, energy, environmental chemistry, environmental economics, environmental engineering and planning, environmental law and policy, environmental toxicology and pollution, geography, geology, hydrology, meteorology, ocean-ography, urban planning, and zoology. The journals are accessible through a portal presented in English, Spanish and French and which also includes several important Abstract and Indexing Databases for the discipline. From launch 157 journals from Blackwell Publishing and our society partners are included in OARE.

Institutions eligible to access resources through OARE include universities and colleges, academies of sciences, research institutes, ministries of the environment and other government agencies, libraries, and a range of national non-governmental organizations. Access for institutions in 70 low-income countries will be free. Institutions in 36 lower-middle-income countries will pay a nominal fee, all of which will be reinvested to support continued training and outreach activities in eligible countries.

The aim of OARE is to contribute to the development of expert professional and academic communities and an informed public, encourage scientific creativity and productivity, and facilitate the development of progressive science-based national policies. It will help enable countries to build their own higher education programs in the environmental sciences, educate their own leaders, conduct their own research, publish their own scientific findings, and disseminate information to policy makers and the public.

"OARE is a new and inspiring example of international cooperation that can contribute greatly to the reduction of the North-South scientific gap and digital divide, objectives that are both at the top of the UN agenda and the UN Millennium Development Goals", said Achim Steiner, Executive Director of UNEP.

For more information about OARE, please visit www.oaresciences.org

Library Advisory Board Meeting Rome

On October 11th, we held our 7th Library Advisory Board meeting in Rome to coincide with the ICOLC meeting there. As with all these advisory board meetings it sparked plenty of interesting discussion with such topics covered as bibliometrics, methods of valuing journals, the future of the big deal, the changing role of subscriptions agents, the role of reference resources in libraries, whether Google is a threat or a blessing, and the potential of web developments surrounding online journals for changing the research environment. Members of our Library Advisory Board who attended the meeting in Rome included:

Helmut Hartmann	Universitätsbibliothek Graz	Austria
Warren Holder	University of Toronto	Canada
Xiao Long	Peking University	China
Alisa Martek	Croatian Library Association	Croatia
Arja Tuuliniemi	FinELib	Finland
Dr. Hildegard Schaeffler	Bayerische StaatsBibliothek	Germany
Ralf Schimmer	Generalverwaltung der Max-Planck-Gesellschaft	Germany
Prof. Syun Tutiya	Chiba University	Japan
José Fernandes	Fundação para a Computação Científica Nacional	Portugal
Christine Fyfe	University of Leicester	UK
Diana Leitch	University of Manchester	UK
Rick Anderson	University of Nevada, Reno	USA
Mark Sandler	Committee on Institutional Cooperation	USA

Again the meeting proved to be successful and highly valued by both Blackwell Publishing and the Library Advisory Board members.



Behind the scenes at Blackwell: Barbara Kaplan, Vice President Journals Sales, Boston, USA



What is your job title and how long have you held this position?

I am the Vice President of Journal Sales and have worked for

Blackwell's for 1.5 years.

How did you get into this career path?

I began my career in the publishing industry as a Customer Service Manager for a book seller to corporate and government libraries. As the delivery of information began to change, I worked with the National Science Foundation and University of Florida, Gainesville to develop Social Studies and Science CD ROM for middle and high school programs. Eventually, I migrated to the new media the "Internet" and worked to convert print encyclopedias to electronic subscription, and on to the STM journal market selling to academic libraries and consortia.

What advice would you give to someone who is interested in pursuing a similar career to yours?

Learn from those around you who have experience in the electronic publishing

industry. Be open to the ever changing world of information delivery.

What is the best part of your job?

Meeting new people and closing deals.

What is the most important thing that you have learned in your career?

Embracing change at all levels is the best talent someone can bring to a job. Once you have learned to accept that change is good, you can apply your talents to meet the new and exciting challenges set before you.

How do you relax?

Meditation and long walks along the beach.

If you were stranded on a desert island, what one person would you like to have with you?

My soul mate.

What is your greatest luxury in life?

Free time.

What do you consider to be your greatest achievement?

Successfully raising my three children.

How would you like to be described?

Energetic — determined — open minded.

FUN STUFF



December Quiz Question

For another chance to win \$30 worth of Amazon gift vouchers, simply visit:
<http://www.keysurvey.com/survey/133250/d868/>

Good Luck!

The winner will be notified separately and an announcement will appear in the next issue of Library News together with the correct answer.

IN EVERY ISSUE

Come Visit our Booth!

We will be exhibiting at the following conferences where you can come along and find out about our award winning books and journals and the new features available now on *Blackwell Synergy*.

Following the successful launch of Blackwell Reference Online at the Online Information conference in London on 29th November, we will be launching it for the American market during the American Library Association Midwinter Meeting, Seattle, WA, USA and for the Asian market at the Information Online Conference in Sydney, Australia. For full product details please visit: www.blackwellreference.com

January 19-24, 2007

American Library Association Midwinter Meeting, Seattle, WA. For more information visit:
www.ala.org/ala/events/eventsconferences.htm

January 31-February 3, 2007

Ontario Library Association Super Conference, Metro Toronto Convention Centre. For more information visit:
www.accessola.com

30 January, 2007

Information Online Conference in Sydney, Australia. For more information visit:
www.information-online.com.au

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