

Copyright Clearance Center Asks George Plosker...

In a pair of online seminars entitled, *Premium Writing Begins with Premium Research*, information industry guru **George Plosker** joined Christopher Kenneally, CCC's Director of Author & Creator Relations to untangle the critical differences between the "open Web" and "premium content" databases.

Using Web-based searches, Plosker demonstrated the tremendous untapped value lying within premium databases, and how authors who proactively seek out such information can raise the value of their own work as a result. "Regardless of what some members of the Web generation may wish to believe, humankind's recorded knowledge did not begin in 1998," Plosker noted. Indeed, the world of scholarly journals, magazines and so-called "peer reviewed" periodicals, boasts a long and distinguished history of presenting content prepared by insightful and hardworking experts sharing their knowledge with their readership. Of course, such information was first available in print, but it is increasingly accessible via electronic databases.

1. Why conduct research using premium databases? Isn't Google good enough?

"I am urging authors not to eliminate 'open Web' tools like Google and Yahoo, but to broaden their online research skills and to become more aware of a wider range of tools widely available to them at little or no cost."

2. What is the critical difference with premium content databases?

"They are arranged topically - in other words there might be a business database, there might be a biology database, there might be a literature database, and so on. As a result, effective database selection is critical. Once you're in the correct pool of content, the results that you get back are generally more relevant and richer."

3. What makes premium databases "authoritative"?

"As many authors working with Copyright Clearance Center know, especially those coming from academic disciplines, these databases are cognizant of the body of scholarly knowledge; they are well organized; and they are easy to access in terms of quickly and precisely finding the material that will answer the question within that overall context of a scholarly body of knowledge."

4. Is there any danger to staying with only "open Web" searches, especially if time is short?

"With the open Web, you have to consider a number of important ethical questions. What is the authority of the information I am using? Is there an identified author? Who is responsible for the content? Is contact information provided? What about the legitimacy, or the objectivity, of the person or the organization, such as their credentials? Online domains such as '.gov' and '.edu' usually can be relied on as more authoritative than '.com' because they are not selling anything."

5. In premium databases, how do "vocabulary" and other specialized searches behave?

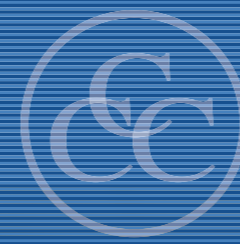
"In some databases you may have what's called 'vocabulary' searching, which provides for a browse function to view the preferred terms, the preferred subject or company name terms. You can drill down via the vocabulary, and generally vocabulary searching will provide a more precise result. Vocabulary is quite similar, in fact identical to the subject heading in a card catalog, the old days, or today's online public access catalog.

"You will also discover that Boolean connectors - and, or, and not - as well as proximity - this word within so many words of the next word - are all enabled in these more powerful interfaces. You can also do what's called field searching, where for example you can search the author field where the material would be by that particular author, or you could use keywords to find articles about that particular author. Other common fields might include the journal name or the date."

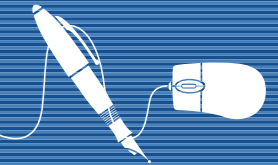
Taking You Beyond the Book Wherever You Are!

Copyright Clearance Center, as the world's largest provider of copyright compliance solutions, is committed to supporting compliance through a wide range of innovative licensing services and comprehensive educational programs.

For more information on all *Beyond the Book* regional conferences, online seminars, and telephone conference calls, and details on upcoming events visit our Web site www.copyright.com/BeyondtheBook, or call toll-free 800-982-3887, ext. 2420.



Beyond the Book



A Resource for Authors and Creators from Copyright Clearance Center

Visit us at BeyondTheBook.com



In Changing Times, Traditional Answers Aren't Enough

Beyond the Book Series Takes Authors in Search of Opportunities

As a publisher, **Paul Dry** is naturally interested in running a successful business. As a lifelong book-lover, though, he recognizes that literary success shouldn't necessarily be measured by bestseller status.

"With books, 'success' implies somehow that every title published should have a huge market and a huge readership - and if it doesn't, then it's a failure," Dry told an audience at Philadelphia's National Constitution Center attending a *Beyond the Book* conference.

"It seems to me that not all books have millions of readers," Dry observed. "Success in publishing has to be measured by this elusive gauge: Did the author and publisher find the likely readers for the book? The wonderful thing about books is that they can exist with small markets. You don't need to find a million readers for a book to get published and find its likely readers."

Authors As Publishers

Produced by the not-for-profit Copyright Clearance Center, *Beyond the Book* regularly gathers a diverse panel of authors and publishing insiders to provide insights and advice for survival in an editorial marketplace overwhelmed with "content" and information overload.

For guidance on navigating through such challenging waters, *Beyond the Book* host and moderator **Christopher Kenneally**, who is Copyright Clearance Center's Director of Author & Creator Relations, as well as a book author and former freelance journalist, advises the audiences to think strategically.

"In academia, this means a commitment to research. In freelance journalism and magazine writing, it means understanding what sells. After all, what does it matter if you can't sell it?" Kenneally told conference-goers in Chicago at DePaul University.

"Finally, in a publishing world that is undergoing seismic change, with shifting areas of technology and access, it may even mean that the business of writing requires some writers to become publishers themselves."

Indeed, so-called "print-on-demand" technology now allows authors to



"Nobody wants to send books into the world that aren't read," said Philadelphia-based publisher Paul Dry.

DEREK SZABO PHOTO

have their manuscripts professionally typeset and printed in a high-quality, low-cost fashion. "Independent" publishers, such as iUniverse, which published *Confusing Love With Obsession* by Chicago native **John D. Moore**, routinely make these books available to online booksellers and even traditional bookstores. His book has already sold several thousand copies, Moore told the *Beyond the Book* audience, but his greatest satisfaction lies in the complete ownership of his work.

continued ►

