

and periodicals, broadsides, pamphlets, and posters which reflect the activities of various communities, organizations and movements, and individuals.

The essays in *Print Culture in a Diverse America* are organized under three themes. Four essays are included on the role of forgotten serials. Rudolph Vecoli tracked a number of immigrant Italian newspapers of the late nineteenth and early twentieth centuries, demonstrating their significance in Italian-American social life and their importance in maintaining a distinctive ethnic identity in the immigrants' new world. Yumei Sun traces the history of *Chun Sai Yat Po*, a San Francisco-based newspaper that "engaged the Chinese community in a reflexive process of self-examination that led, inevitably, to greater assimilation." Violet Johnson's essay on the *Boston Chronicle* extends our understanding of cultural institutions and social change in Boston's black communities, and Norma Fay Green contributes an original essay on empowerment and the homeless in the publication of the Chicago newspaper, *StreetWise*.

Part two of the anthology shifts focus to the relationship between readers and their texts. Again, four essays are presented, this time on topics ranging from hobo self-publication to the discovery of the reading interests of public library users in a rural Iowa community. This section is particularly noteworthy in the authors' use of often-overlooked resources, such as the previously undiscovered circulation records of a small public library, vestiges of the records/archives of social clubs and organizations, and obscure, forgotten newspapers that were used to piece together evidence of the early American labor movement. In the third and final section, authors wrestle with what Wiegand describes as "print materials' reconstruction of events," including an analysis of how the Titanic disaster was constructed by marginalized communities and Langston Hughes's efforts at self-publication in the 1930s. The latter is especially instructive in the study of similar efforts among black writers in subsequent decades.

As this volume indicates, the benefits in applying print cultural studies to the analysis of America's cultural diversity have yet to be exhausted. Yet, there are limitations. Vecoli writes: "While print culture can be read for various ideologies that sought to influence readers, other sources need to be consulted to determine its efficacy." This is an important warning that a single-minded (and ethnocentric) focus on print culture ignores much that is valued by cultural communities: that which resides outside the realm of print culture or of the reading interests of their members (e.g., in music, stories, and visual and performance-related arts). Also, print culture scholars will need to exercise caution as they apply the theory of book and print cultural studies to inquiry about the modes of communicating ideas among diverse cultural groups. Although these theoretical perspectives can provide great insight, they also may cloud scholarly understanding of cultural nuances.

Wiegand concludes his introductory essay by writing that "each of the eleven essays in this book represents a foray into the multicultural world of readers and reading in America over the last century and a half." Through their work at the Center for the History of Print Culture in Modern America, Danky and Wiegand have broadened the narrowly constructed scope of studies in print culture to include different perspectives, themes, methods, resources, and objects of investigation. It is no wonder that the book won the 1999 Carey McWilliams Award for its contribution to multicultural scholarship. This volume is strongly recommended not only for students of print cultural studies, but also for those who are interested in how changing technologies affect the way communities record their lives.—*William C. Welburn, The University of Iowa.*

Technology and Scholarly Communication.

Ed. Richard Ekman and Richard E. Quandt. Berkeley: Univ. of California Pr., 1999. 442p. \$45.00, alk. paper, cloth (ISBN 0-520-21762-4); \$19.95 paper (ISBN 0-520-21763-2). LC 98-30679.

Since 1994, the Andrew W. Mellon Foundation has awarded thirty grants totaling \$12.8 million in support of projects that attempt to evaluate the effects of electronic publishing on scholarly communication. In April 1997, Richard Ekman, secretary of the foundation and senior program officer, and Richard E. Quandt, Hughes-Rogers Professor of Economics Emeritus at Princeton University and senior advisor to the foundation, organized a conference hosted by Emory University, in Atlanta, to discuss the progress of these projects. *Technology and Scholarly Communication* includes twenty-five papers that were presented at the Atlanta conference. The papers were authored by librarians, publishers, journal vendors, foundation officers, and experts in information technology (IT). Deanna B. Marcum, president of the Council on Library and Information Resources, contributed summary comments at the end of the book.

These papers focus on electronic publishing for scholarly communication; they analyze a number of case studies and offer original insights on a range of interesting topics. How is the new IT used for scholarly publication? What are the technical standards for digital documents? What is the impact of electronic publishing on scholarly productivity? Do electronic publications, as compared to traditional print publications, enhance scholarly communication? What is the economic status of electronic journals, especially in relation to their price, costs, and markets? Does the purchase of electronic journals reduce libraries' expenditures for serials? What are the licensing, intellectual property, copyright and associated user rights when using electronic publications? What is the future of electronic publishing in the academic community? All of these questions are addressed in this book, making it valuable to librarians, publishers, researchers, and university administrators as the most comprehensive assessment of electronic publishing to date.

Ekman and Quandt raise questions and comment on issues emerging from

the papers in this book. They think that convincing people that "IT will raise scholarly productivity" is tough because of the difficulty of measuring the effects of IT on scholarship. They point out that pricing publications depends on the costs of publications, the demand and usage from readers, and the supply provided by publishers; and conclude that future research should focus on the cost and price of electronic publishing and the usage and effects of IT on academic productivity, in both the short and long term.

The twenty-five essays, each presented as one chapter, are grouped into four parts. In part one, "Technological Fundamentals," Hockey and Kenney summarize the recent progress of IT, especially SGML and technical standards for creating image files, as applied to digital documents. Okerson gives an overview of copyright and licensing of electronic publications.

The papers in "Electronic Publishing: Empirical Studies" analyze various economic issues related to electronic publishing—including costs, prices, markets, and production—from the perspective of librarians, publishers, and journal vendors. Bennett concludes that digital materials may enhance information-based productivity. Regier thinks that electronic publishing is cheaper than many kinds of publishing, but "the demands of scholars and libraries for enhanced electronic publishing make it more expensive." Several publishers present pricing models for their products and discuss how they measure the costs of electronic publication. Getz, a professor of economics, analyzes the process costs of editing and publishing from the economic perspectives of, in turn, scholars, publishers, librarians, and electronic agents.

In "Use of Electronic Journals and Books: Empirical Studies," the authors evaluate electronic journals and books used in university libraries. These studies, both domestic and foreign, show that the usage rate for electronic resources is growing and that academic users are generally satisfied with electronic journals.

Interuniversity consortia are considered an effective means of overcoming the high costs of electronic publication. The members of consortia share the costs of accessing electronic resources simultaneously through networks. But consortia also give rise to new problems, including licenses, copyrights, and associated user rights, not only between publishers (or vendors) and libraries, but also within the consortia. A special software system “the Rights Manager” has been tested and shown effective in the management of intellectual property and licenses in a consortia setting at Case Western Reserve University. Finally, as Rosenblatt and Whisler mention, it will take a joint effort of the whole academic community—scholars, students, university administrators, librarians, publishers, and academic

information technologists—to solve the economic crisis in scholarly communication.

“Visions of the Future” discusses the future development of electronic publishing, including new legal regulations, new encoding standards, new Web technologies for electronic publications, and new models of analysis (on demand) for scholarly communication.

This book comprehensively explores the current issues surrounding electronic publishing’s use in scholarly communication. The academic community will appreciate it for its thorough examination of the issues, even though few conclusions and no final solutions to the problems associated with electronic publishing are offered.—*Chengren Hu, Virginia Commonwealth University.*