

From: Jodi Allison-Bunnell <jodiab@orbiscascade.org>
Subject: Northwest Digital Archives completes NEH grant
Date: September 26, 2012 3:30:04 PM PDT
To: cddoig@comcast.net

Hello Mr. Doig:

I wanted to let you know that we successfully completed the National Endowment for the Humanities grant for which you wrote a letter of support. We now have three additional members of Northwest Digital Archives (Boise State University, Montana State University, The Evergreen State College) and 530 more finding aids available in the database.

It's been two years of considerable growth and development of the program, and we're now taking a pause to contemplate our next steps and aspirations. We have some really exciting opportunities ahead of us and look forward to continuing to develop things that support your work and that of other writers, historians, students, and others who need good information on primary sources in the Northwest.

Thanks again for your good support. As you may recall, your letter was extremely instrumental in getting the project, and we are very grateful to you.

I hope to see you in Missoula at your upcoming reading.

Best, Jodi

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I am in the Mountain time zone (two hours ahead of Alaska, one hour ahead of Pacific, one hour behind Central, two hours behind Eastern)

Researcher website: <http://nwda.orbiscascade.org/index.shtml>
Member website: <http://orbiscascade.org/index/northwest-digital-archives>

tip from David "askin:

click on Google "more" to get to books

NYT
12/2/12

GRAY MATTER R. ALEXANDER BENTLEY AND MICHAEL J. O'BRIEN

The Buzzwords of the Crowd

IN his novel "Tender Is the Night," F. Scott Fitzgerald wrote that American tourists in Europe languished whenever "no fragments of their own thoughts came suddenly from the minds of others."

Fitzgerald wasn't alone in intuiting the social relationship of language and thought; George Orwell wrote of "gumming together long strips of words which have already been set into order by someone else."

These writers would surely have marveled at Google's new n-gram tool, which draws on a database of millions of books, in multiple languages, to show the annual popularity of any published word or phrase over the last several centuries.

The long time span of the database allows us to see how a word's popularity rises and falls smoothly through social diffusion, like "theretofore" from the late 19th century, "flapper" from the 1920s,

last 300 years, the number of words published annually grew exponentially by about 3 percent per year. From about 20 million words for 1700, the annual word count grew to several trillion for 2000.

Against this baseline, we took the popularity data for each key word over the years and plotted them along a timeline according to a mathematical model of fashion waves. In that model, the chance that a word, as part of a quotation, is copied into another text increases with the popularity of the word (more instances if it is around to copy), whereas the chance of that word appearing by itself is always the same. Most of our key words fit this model perfectly.

We must be careful here, because we do not want to confuse fashionable copying effects with simple adoption of words necessary to communicate new ideas. The word "automobile" peaked in the 1940s and has declined in popularity since. But that doesn't mean the importance of cars has declined. Similarly, the Holocene is no less real as a geologic epoch because the popularity of the word (in books) peaked about a decade ago.

Still, we found that almost all the climate-science key words on our list were now becoming passé in public usage, in their remarkably predictable, mathematical way.

Interesting, a scientist might say, but who cares? What does it matter if the current vocabulary of a field is on the downside of popularity in the wider public realm?

From a policy standpoint, and for any scientist wishing to affect policy or public opinion, the trendiness of words in their field is of obvious interest — the less the public uses the words from a field of research, the less likely it may be to gather insights from that field.

But what about scientists uninterested in the world outside the lab, so to speak? Within the narrow realm of climate science literature, key words were not subject to nearly the same degree of boom-and-bust patterns as in the popular media. Our findings highlight the benefits of rigorous, specialist-access academic journals that can be a bulwark against all the chatter that otherwise blurs the lines between scientific work and social media.

Will that be enough, though, in the Internet age? Traditional printed books and journals, the coin of the scientific realm, now share attention space with



KIERSTEN ESSENPREIS

Do fashionable terms determine where scientists focus their research?

"groovy" from the 1960s and "deconstruction" from the 1970s. The rise and fall of "theretofore" took most of a century, while "feminist" rose in the final two decades of the 20th century and was already on its way down by 2000.

We can see this in specific fields, too, like science. There's no question that certain innocuous words in the scientific literature, like "robust" and "nuanced," have become trendy. And it's easy to track the rise of specific fields: the surge in the phrase "plate tectonics" in the 1960s, for example.

These insights into the evolutionary history of words raise an important question: could fashionable buzzwords reflect the limits of public interest in a particular area of science? And what if the relative ubiquity of certain words affected what scientists chose to focus on?

We considered this question in a recent paper. Using the raw data in Google's freely available files, we focused on general books in English about climate science. We then obtained the yearly popularity data for a specific set of key words, like "biodiversity," "global," "Holocene" and "paleoclimate."

We then established a baseline: for the

digital media, where fashion cycles are faster, the lines between academic science and public discourse blur, and scientists are deluged with information.

And, as we have found, when humans are overloaded with choices, they tend to copy others and follow trends, especially apparently successful ones. In a time of sound bites and viral tweets, scientists are under pressure to have public "impact" (another rising buzzword) as well as to publish splashy, highly cited articles. This is a clear trend, as reference lists focus more and more on recent articles in top-tier journals like *Nature* and *Science*.

A current decline in popularity of key words associated with a certain science may well predict a decline in the practice of that science itself, as younger generations pick up on other rising topics in popular literature. But we shouldn't despair: knowing the pressures on scientists and what is at stake, we can equip ourselves to use big data to ferret out the signatures of trend chasing. We can use tools like Google n-gram to identify trends and counteract the deleterious effect of buzzwords on scientific research.

Popularity does not guarantee quality. The "wisdom of crowds" requires the space to think independently first.

Google, in which the World Bank would have provided Google's Map Maker program to government organizations to help with disaster preparedness. However, development experts lambasted the World Bank for supporting Google's closed platform, which would not allow users free access to the map data they would have created. In February, a month after the partnership was announced, the bank changed course and announced its commitment to open-source mapping programs.

Mr. Walji said the lesson his team learned from the failed partnership was to "not get overly excited about the prospect of working with a big, sexy company before reading the fine print."

This is an excerpt from *Fixes*, a series at nytimes.com/opinionator.

most time for taking a step down as secretary of state, to catch up with other cabinet members and President Obama and make her presumed support for same-sex marriage explicit, which she has never done.

Her role as the nation's senior diplomat discourages her from wading into domestic political matters: that's the tradition and etiquette. But the gag order will soon be lifted, and I could make the case that it's irrelevant anyway; that marriage equality is a matter of human rights, not politics; and that she's powerful and beloved enough to have said whatever she wanted, at least once Obama finally laid down his marker.

In any case she, like you, has been largely on the sidelines during this vital chapter in our country's march toward greater social justice. What a shame, giv-

should be wiped off the books and you endorsed same-sex marriage, getting out ahead of many Democrats who still had elections to worry about and weren't yet seeing, in polls, as much public support for same-sex marriage as they wanted to see. But your comments since then have been sparse and succinct: no more than a written statement in favor of the 2011 bill to legalize same-sex marriage in New York, your home since you left the White House, and a recorded phone message urging North Carolinians last spring not to adopt a ban on same-sex marriage in their state Constitution, which they did anyway.

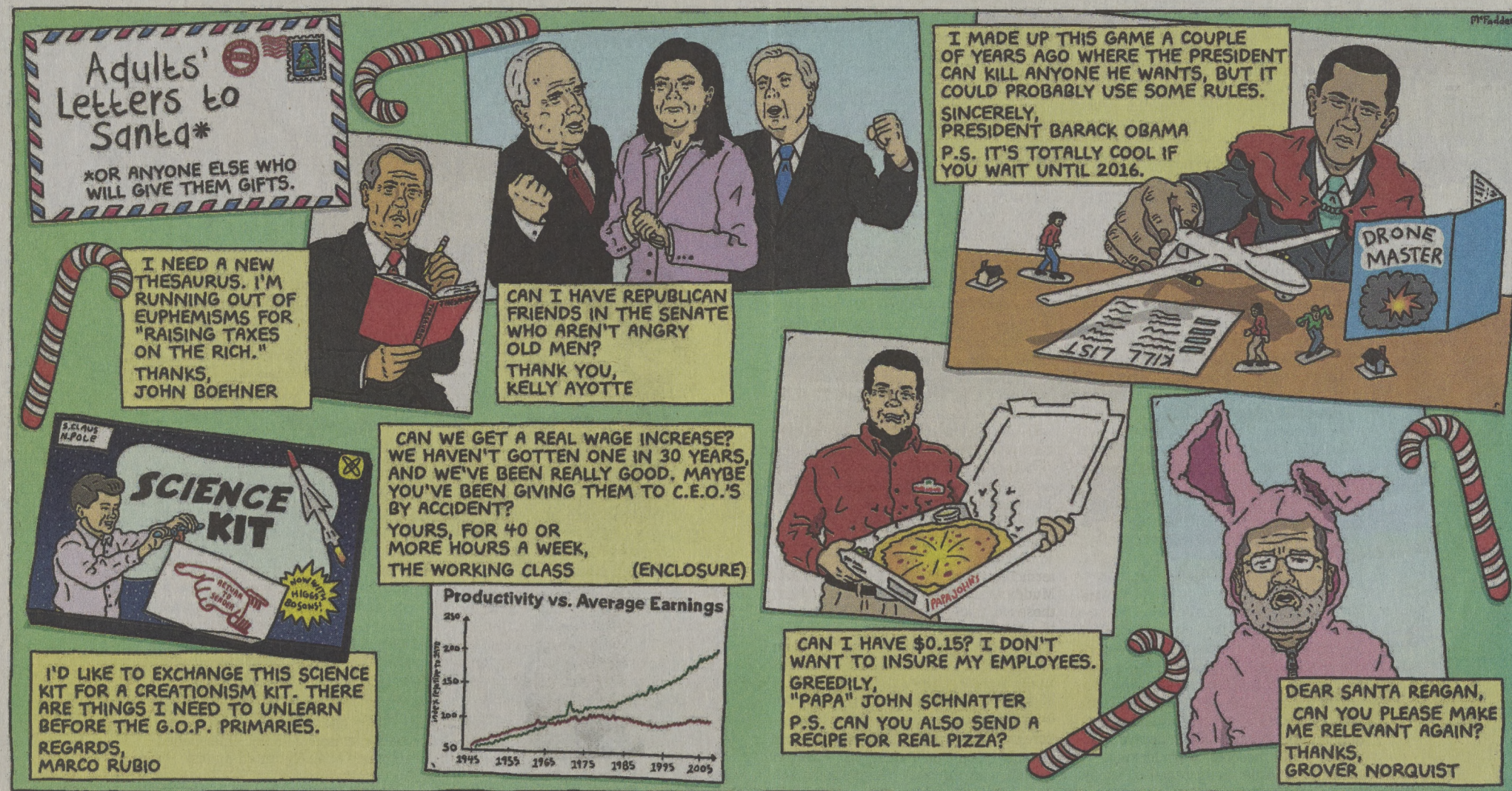
At the convention in Charlotte three months ago, in remarks that sprawled over 48 minutes, you seemed to find room

her proclamation in Geneva late last year that "gay rights are human rights" and that those rights are a priority in American diplomacy. She addressed many of those employees on Wednesday, at an event marking the 20th anniversary of an organization called Gays and Lesbians in Foreign Affairs Agencies, and she implored her audience "to leave this celebration thinking about what more each and every one of you can do" to promote better, fairer treatment of gay people.

Well, she can do more. So can you, President Clinton.

I was sloppy at the start. What I and many others want most from you isn't really an apology. It's full membership — and, better yet, leadership — in a movement that's headed inexorably in the right direction, with or without you.

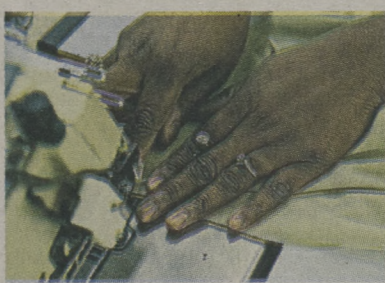
THE STRIP BRIAN McFADDEN



BRIGHT IDEAS

PROTOTYPE

NICOLE LAPORTE



Hiring The Blind, While Making A Green Statement

WHEN Chris Yura, chief executive of the apparel company SustainU, was looking for a factory to produce 24,000 T-shirts, it was important that it be within 200 miles of where the fabric was made.

SustainU, based in Morgantown, W.Va., uses all-recycled materials to make clothing for colleges and universities. As its name indicates, it is committed to "social, economic and environmental sustainability," Mr. Yura says. Lighter transportation demands would mean more environmental benefits and a faster turnaround time, not to mention reduced shipping costs.

The company found a factory in Winston-Salem, N.C., that seemed a logical choice. But it was no ordinary factory. Owned and operated by Winston-Salem Industries for the Blind, the factory has a work force that is blind or otherwise visually impaired.

To many, this may have been a deterrent, or at least raised doubts. "Even though you have the Americans With Disabilities Act, it's still a challenge because people who are not familiar with the blind have misperceptions about what they can or can't do, and it affects their decision to give people a chance," said Kevin A. Lynch, chief executive of the nonprofit National Industries for the Blind.

The unemployment rate for blind adults of working age is nearly 70 percent — a number that has been stagnant for 30 years, Mr. Lynch said.

There may be a notion that hiring blind workers — or any disabled worker, for that matter — means spending more time, money and resources on training and equipment. But Mr. Yura said he found that there ultimately was no difference in either cost or quality between working with the Winston-Salem agency, an affiliate of the national group, and any other domestic manufacturer.

When blind people contact the agen-

E-mail: proto@nytimes.com.



PHOTOGRAPHS BY CHRIS KEANE FOR THE NEW YORK TIMES

Anastasia Powell, top, sewed T-shirts at Winston-Salem Industries for the Blind in North Carolina. A metal strip on her machine helps her line up the material. Chris Yura, above at the Winston-Salem factory, is the founder of SustainU, which makes clothing from recycled materials for colleges and universities.

cy, they often have very little work experience. They are trained to complete specific tasks and are set up with adaptive equipment to help them do their jobs. If they are making eyeglass lenses, for example, audio alerts let them know when the lenses have spent enough time in a fining, or polishing, machine. Or if they are assembling parachutes, tactile measurement guides, in the form of long wooden rails, help make sure that the lengths of ropes are all equal.

The training offers practical skills and an opportunity for upward mobility through certification classes. Workers with no experience receive minimum wage, while those with some experience are paid in line with workers doing similar jobs at other area factories, said Jeanne Wilkinson, vice president for business strategies at the Winston-Salem agency.

Anastasia Powell, a mother of three daughters who has been with the agency seven years, works in the fac-

tory's T-shirt unit. Her job is to sew together shoulder seams. She received four months of training, and her sewing machine is specifically designed for her. A four- to six-inch metal strip is attached to the machine's foot — where the needle contacts the fabric — to help line up the material.

"I gather my material at the corner, under my foot — the foot secures the material — and line up the guide," Ms. Powell said. "The guide helps me make sure the seam is straight, and

helps me cut off an accurate amount of material. After that, I complete the process on the second side of the shirt and send it over to the next operation."

Ms. Powell, who has been completely blind since the age of 21, called the alteration to her machine "very minor."

"The only difference between me and a sighted person is just that four- to six-inch strip of metal," she said. "Nothing else had to be added."

THE federal government has long known about the effectiveness of a blind work force. The National Industries for the Blind was established in 1938 as a result of a law signed by President Franklin D. Roosevelt that required federal agencies to buy supplies made by blind workers.

Ever since, the group and its agencies have been making products as varied as brooms and mattresses for the government and military. (In addition to clothing, the Winston-Salem agency produces eyeglasses for veterans and parachutes for soldiers in Afghanistan.)

But with the gradual withdrawal of American forces from war zones and the overall downsizing of the military, the national group hoped to do more business with private-sector companies in the future, Mr. Lynch said.

"I think there's a growing interest out there in the general public for social responsibility, and I think that's translating over to corporate responsibility," he said. "There is also a real interest for things made in America."

Showing that high-quality products can be made in America by people who are blind is a major selling point, he said.

Mr. Yura, who is already lining up another job with the Winston-Salem agency, is happy to endorse this message. And as for how those 24,000 T-shirts turned out? "You would never know whether the person who made the garment had full vision capability or not. It all looks the same. It's the same product at the end of the day." □

NOVELTIES

ANNE EISENBERG

Avalanches of Words, Sifted and Sorted

IT just keeps growing — the vast electronic archive of books, journals and scholarly literature stored on the Web. But scientists are aiming to keep up with this trove of collective knowledge by devising computer-based tools to winnow and quantify it.

David M. Blei of Princeton University is among those who are teaching computers to sift through the digital pages of books and articles and categorize the contents by subject, even when that subject isn't stated explicitly.

For decades, of course, librarians and many others have labeled books and documents with keywords. "But human categorization can only go so far," said Dr. Blei, an associate professor in computer science. "We don't have the human power to read and tag all this information."

To cope with the information explosion, Dr. Blei and other researchers write algorithms so that computers can sift through millions of works and find their common themes by sorting related words into categories. It's a field called probabilistic topic modeling.

Other research tools identify shifts in language over time that could signal important cultural, scientific or historical changes. At Harvard, Erez Lieberman Aiden and Jean-Baptiste Michel, who jointly lead a group there called the Cultural Observatory, will soon inaugurate a browser that searches for such language changes in a large online repository of scientific papers known as arXiv

E-mail: novelties@nytimes.com.

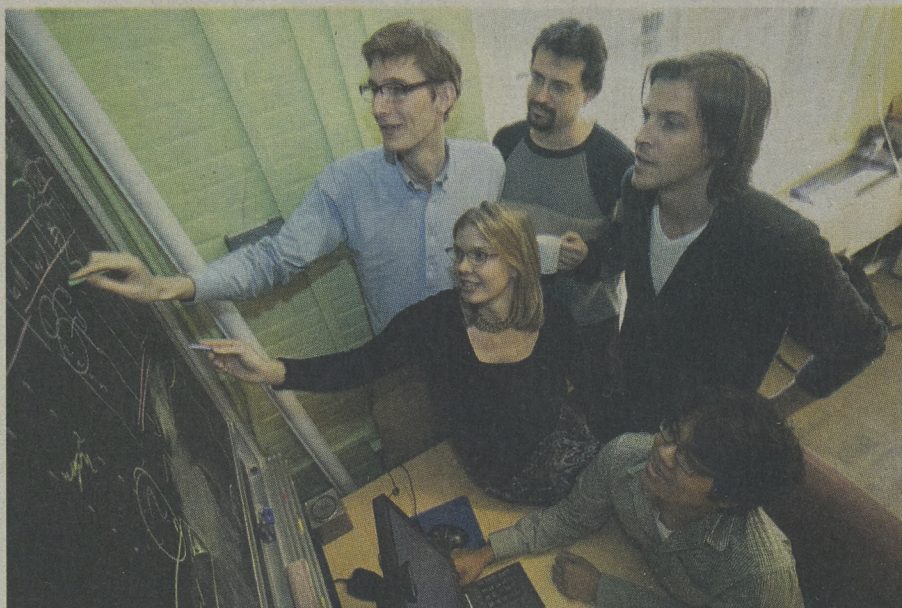
(pronounced like "archive").

Users will be able to type in one or two words at the site, called Bookworm-arXiv, and immediately see a graph showing the ups and downs of the phrase's use in the archive, Dr. Michel said. (A test version is at arxiv.culturomics.org.) Users can then click on the graph and drill down to read the original papers in which the terms appear, tracing ideas back toward their roots, or to spots where scientific ideas spread from one field to another.

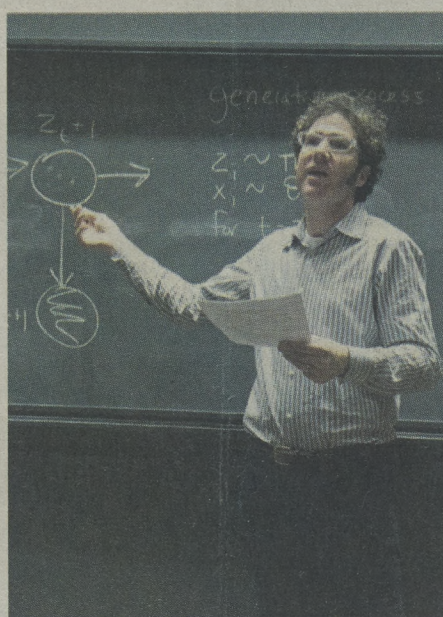
The new analytical techniques won't replace the close reading and interpretation of text that is the province of scholars, said Anthony T. Grafton, a history professor at Princeton and a former president of the American Historical Association.

"But these tools have enormous implications," he said, in their ability to reveal unexpected patterns and associations in the historical record. "These are tools that can pick up big changes," he said. "You can't do this by using older, conventional means of reading books and taking notes."

BOOKWORM-ARXIV will burrow its way through data stored in roughly 743,000 or so papers that have been uploaded by scientists, said Paul Ginsparg, founder of arXiv. Authors typically send their papers to arXiv as "preprints" or unpublished manuscripts before the works appear in journals. Most of the research is in physics, mathematics, computer science, statistics and the quantitative



ABOVE, KRIS SNIBBE/HARVARD UNIVERSITY; BELOW LEFT, DENISE APPLEWHITE, PRINCETON UNIVERSITY



Researchers are teaching computers to sort the words of myriad written works in search of common themes. At Harvard, above, Erez Lieberman Aiden and Jean-Baptiste Michel, standing center and right, are among those working on a browser to note changes in language over time. Below is David Blei, a professor at Princeton.

parts of biology and finance, said Dr. Ginsparg, a professor of physics and information science at Cornell.

The Bookworm-arXiv interface is the latest in a series of tools developed by the Cultural Observatory. Late in 2010, in collaboration with Google, the lab released the Google n-gram viewer, which lets

people search for a phrase of up to five words in Google's database of scanned books and see the frequency of the words over time in a graph, Dr. Aiden said.

The n-gram viewer is a powerful tool, said Dr. Grafton at Princeton. For example, he said, it could trace the disappearance of the names of scientists and artists who were censored by the Nazis in Germany.

But the n-gram, however useful, has a disadvantage. It does not let users click through to the original documents, because many books included in the Google database are under copyright.

Readers who use the arXiv interface will be able to click through to the original text. "The papers are not behind a paywall," Dr. Ginsparg said. Steven Pinker, an author,

cognitive scientist and Harvard professor, collaborated with the observatory team during development of the n-gram viewer. He said the new interface might be particularly useful for historians of science. "They will increasingly be able to test their explanations, conjectures and hypotheses by looking at the rise and fall of phrases in the scientific literature," he said.

Dr. Aiden said the worlds of Google's scanned books and arXiv's papers were just the beginning for the observatory. "We plan on moving on soon to newspapers, blogs, tweets and other aspects of the historical record," he said.

Dr. Ginsparg says he has already been trying out the topic modeling algorithms of Dr. Blei and others on arXiv's collection of scientific papers.

"The technology gives you a way to home in for finer grains of similarity between articles," Dr. Ginsparg said, "ones that might not be detected by a keyword search." □

SUNDAY MONEY

ECONOMIC VIEW

TYLER COWEN

Call It The Age Of the Shadow Bank Run

I RECENTLY asked a group of colleagues — and myself — to identify the single most important development to emerge from America's financial crisis. Most of us had a common answer: The age of the bank run has returned.

Since the end of World War II, economists have generally thought that runs on banks were dead, at least as a phenomenon in advanced nations. In the United States, for example, bank deposits are insured by the Federal Deposit Insurance Corporation, and, as a last resort, the Federal Reserve can back deposits by printing money.

The new complication is that bank deposits are no longer the dominant form of modern short-term finance. The modern bank run means a rush to withdraw from money market funds, the disappearance of reliable collateral for overnight loans between banks or the sudden pulling of short-term credit to a troubled financial institution. But these new versions are in some ways still similar to the old: both reflect the desire to pull money out of an endeavor — and to be the first out the door. And both can set off a crash.

These newer forms occur in the so-called shadow banking system, involving short-term financial credit not guaranteed by the deposit insurance umbrella. According to the Federal Reserve Bank of New York, shadow banking accounts for about \$15 trillion in assets — more than the traditional banking system. But as recently as 1990, the shadow-banking total was much lower, at less than \$4 trillion. The core problem is that the growth of short-term credit has been outracing our ability to protect it, and since 2008 most investors have realized that these shadow-banking transactions are not risk-free.

On top of this problem is the market for derivatives. The quantity of open de-

Tyler Cowen is a professor of economics at George Mason University.



MARK SHAVER

derivatives amounts to trillions, and these positions are another source of short-term credit risk. So a need for sudden payouts could also prompt a run on a financial institution.

It now seems that the 21st century will resemble the 19th and early 20th centuries, with periodic panics and runs on financial institutions, perhaps followed by deflationary collapses. In the euro zone, these problems have plagued banks and entire countries, like Greece and Portugal. The "country as bank" is a new and not entirely reassuring catch phrase, and it shows that the problem goes beyond the private sector.

If a central bank is deft enough, it can avoid deflation by using loans and monetary policy to guarantee the liabilities of run-prone institutions. That worked reasonably well in 2008, but in the long term such a policy sets up the

system for even more danger, by subsidizing bank risk-taking and precarious financial structures.

Another problem is that ending those central bank guarantees isn't always easy. The European Central Bank has stemmed a financial collapse for now, but only by lending large amounts to banks at 1 percent for a three-year window. And yet the euro zone has entered a recession, so it's unclear when troubled European banks can return to private capital markets. The central bank may end up taking over much of the allocation of capital.

The arrangement also assumes that economic growth will pick up fairly quickly in the euro zone — hardly a certainty. And there is little market discipline to force European banks to clean up their balance sheets or to exercise caution for the future. So the

system remains extremely vulnerable.

Another feature of this new order is that more and more financial transactions will be collateralized with the safest securities possible: United States Treasuries. Demand for them will remain high, and low borrowing costs will ease our fiscal problems. Still, the resulting low rates of return serve as a tax on safe savings, encourage a risky quest for yield and redistribute resources to government borrowing and spending. It isn't healthy for the private sector when investors are so obsessed with holding wealth in the form of safe governmental guarantees.

THIS entire package of problems seems to be part of "the new normal" — it's not going away anytime soon.

Some economists, like Ricardo J. Caballero of the Massachusetts Institute

of Technology, have called for extending governmental guarantees well beyond traditional bank deposits. That would check the problem, but at what cost? In a larger financial crisis based on insolvency, our government would face intolerable financial burdens, as happened in Ireland when its government guaranteed bank debts.

A broader government guarantee would also spread the moral-hazard problem to an even larger class of financial transactions, raising the odds that the guarantee will someday have to be paid out. In any case, bailouts for creditors are already politically unpopular, and are unlikely to be expanded.

In short, no promising financial path is before us. It's good that the American economy seems to be recovering, and this may shove some problems into the future. But banking and finance remain a mess at their core. Welcome to the 21st century. □

FUNDAMENTALLY

PAUL J. LIM

This Bull Market Is Hard To Pin Down

HISTORY says that standard bull markets typically have a shelf life of less than four years. So when the bull that sprang to life in March 2009 turned 3 this month, it understandably raised some concerns.

Yet some strategists on Wall Street mark the calendar differently. They contend that the bull market that began in 2009 actually ended last year, when the Standard & Poor's 500-stock index hit a rough patch from late April to early October.

During that stretch, the S.&P. 500 lost 19.4 percent from peak to trough based on daily closing prices — just shy of the 20 percent threshold for a bear market. On Oct. 3, though, the index actually fell through that barrier for a brief moment during the trading day.

If that was indeed a bear, the thinking goes, then a new bull market must have been born on Oct. 3. And that would imply not only that stocks have more room to run, but also that sectors like technology, which are sensitive to shifts in the economic cycle, are likely to do well. Despite a slight downturn last week, they have been buoyant for months.

"From an official standpoint, in terms of what Standard & Poor's will count this as, the bull market is entering its fourth year because the market didn't officially decline by 20 percent based on closing values," says Sam Stovall, chief equity strategist for S.&P. Capital IQ. "However, if someone asks, 'What do you think will happen in terms of performance?' I think the market will act as if we're in the first year of a new bull."

At the moment, it is. Historically, the first years of major rallies provide investors with the biggest boost, with the S.&P. 500 having posted gains of 38 percent, on average, in Year 1 of past bull markets since World War II.

Paul J. Lim is a senior editor at Money magazine. E-mail: fund@nytimes.com.



CHRIS GOODNEY/BLOOMBERG NEWS

Depending on how you mark the calendar, Wall Street's recent surge could be just a late charge in a bull market ready to run its course. Or it could be the start of something bigger for stock investors.

True to form, the rally that began on Oct. 3 has already pushed the index 27 percent higher in less than six months.

That surge isn't the only evidence supporting the view that Wall Street is in a new bull market. Normally, shares of small companies — considered higher-risk but higher-returning assets than blue-chip stocks — tend to outperform the broad market at the start of a new rally. Shares of large, industry-leading companies, by contrast, usually catch fire only after bull markets mature.

Sure enough, small-company stocks have been performing even better than the S.&P. 500 over the last six months. For instance, the Nasdaq composite index, made up of younger and faster-growing companies than are found in the S.&P. 500, is already up more than 31 percent since Oct. 3, while the Russell 2000 index of small stocks has gained 36 percent.

At the same time, economically sensitive sectors like technology and consumer discretionary stocks have been outpacing the broad market since October, which is also typical of the first years of bull markets, Mr. Stovall notes.

He added that if this were the fourth year of an aging bull, defensive areas of the market — like health care, consumer staples and utilities stocks — would be leading the charge. Yet they haven't been.

Jason Hsu, chief investment officer

for the investment consulting firm Research Affiliates, says that even if investors are not convinced that this is the start of a new bull, market psychology is likely to keep pushing the markets higher for now.

"Research on short-term momentum in asset prices says that if you had a strong six months of steady asset appreciation, that tends to drive further price appreciation," he said.

He added that many investors "did not participate in the fairly speculative, risk-asset rally that began in October." So, given the occasional herd mentality on Wall Street, these investors could simply be waiting for an opening to jump in. As a result, Mr. Hsu says he thinks that the broad market could keep rallying in the short run, and that there could be continuing demand for riskier, economically sensitive stocks, especially on market dips, he said.

TO be sure, there are different types of bull markets — so-called cyclical bulls that tend to run alongside a single economic expansion, as well as so-called secular bull markets that may last for more than a decade, often containing shorter bull and bear cycles within them. The stock market's epic run from 1982 to 1999, for instance, was the last big example of a secular bull.

"I don't think we've begun a new secular bull," says Mark D. Luschni,

chief investment strategist at Janney Montgomery Scott. He points out that historically, secular bulls tend to start at price-to-earnings ratios in the single digits, as was the case in 1982. But based on valuations using 10-year average profits, the market's P/E ratio is above 20.

Doug Ramsey, chief investment officer at the Leuthold Group, also says that while this may be a new bull market, it is what he calls a "noneconomic" rally.

In other words, this bull market — unlike the one that began in March 2009 — emerged after a bear market that did not coincide with an official recession.

What's the significance of that? "Recessions are what clear the decks for a longer-lasting recovery and drive valuations down to truly low levels from which bigger gains can spring," he said.

Mr. Ramsey's research on noneconomic bull markets since World War II found that these rallies tend to be shorter-lived — the average one lasted just 31 months. And they tend to be more muted. While the typical noneconomic bull market returned less than 62 percent, cumulatively, the median bull market that emerged after recessions gained nearly 102 percent.

Of course, given that stocks have gained 27 percent so far in their current rally, that would still leave the market some ample room for gains. □

LETTERS

No Obstacle to Regulation

To the Editor:

Re "Barriers to Change, From Wall Street and Geneva" (Fair Game, March 18), which described the agreement on financial services among members of the World Trade Organization:

The agreement is about opening markets, not tying governments' hands when it comes to regulating their financial services sectors.

The most important elements of the W.T.O. commitments on financial services pertain to nondiscrimination and national treatment, meaning that if you accept opening your market, you may not apply different regulations to banks from different foreign countries or to your local banks. Open trade in financial services does not mean greater risk to the system's safety and soundness.

As members of the European Union, Britain and Sweden provide the same degree of market access to foreign providers of financial services. Yet the crisis did not hit Swedish banks, while British banks suffered greatly. Why? Their regulatory systems differ. The W.T.O. does not provide broad global rules for financial regulations. But it does not stifle governments' ability to respond to financial crises, either.

KEITH M. ROCKWELL
Geneva, March 19

The writer is director of the information and external relations division of the World Trade Organization.

My Own Space

To the Editor:

I was disappointed that your article on open workplace layouts ("In New Office Designs, Room to Roam, and to Think," March 18) cited only two dissenting voices about the trend, including one that saw the trend as especially tough on introverts.

I'm a loud extrovert, but I believe that a worker needs private space in order to be truly efficient. Previous to my current job — which I love, though it's at a desk with half-walls on both sides — I had an office. There, I could focus uninterrupted on deadline, and at other times co-workers popped in and chatted at length. Casual conversations turned into good work ideas.

In my current open environment, though, I want to keep conversations limited; I know everyone can hear me, and I don't want to annoy them. I wear headphones almost all the time — often to block out noise, but also just to discourage people from coming by. I hate being unsocial, but I have work to do.

JASON FEIFER
Brooklyn, March 19

Letters for Sunday Business may be sent to sunbiz@nytimes.com.

From: Baytown68@aol.com
Subject: Fwd: FW: Digital Public Library of America (DPLA) Launches Today
Date: April 18, 2013 4:52:00 PM PDT
To: cddoig@comcast.net

Carol.....here is Cindy's info.....I haven't had time to look at it yet but this will give you some idea..maybe it will be on the news tonight.....Jean

From: Cindy Goodloe <CGOODLO@clemson.edu>
Date: April 18, 2013 12:19:43 PM PDT
To: "baytown68@aol.com" <baytown68@aol.com>
Subject: FW: Digital Public Library of America (DPLA) Launches Today

Mom,
I haven't clicked on link yet, so not sure what this is, but anyway, here it is...

Dr. Cindy R. Goodloe
Lecturer in Music, Dept. of Performing Arts, Clemson Univ.
Rm. 217, Brooks Ctr.
cgoodlo@clemson.edu

From: C Cooper
Sent: Thursday, April 18, 2013 12:27 PM
Subject: Digital Public Library of America (DPLA) Launches Today

(This email is going to everyone in the English and Performing Arts departments. Feel free to share endlessly.)

Straight from the press release below, this statement encapsulates what the Digital Public Library of America is. And what it is is incredibly exciting.

"The portal delivers millions of materials found in American archives, libraries, museums, and cultural heritage institutions to students, teachers, scholars, and the public. Far more than a search engine, the portal provides innovative ways to search and scan through its united collection of distributed resources. Special features include a dynamic map, a timeline that allow users to visually browse by year or decade, and an app library that provides access to applications and tools created by external developers using DPLA's open data."

Better still, Clemson is on the front page. Take a look: <http://dp.la/>

Enjoy.

Camille

C. Camille Cooper
Associate Librarian
English, Performing Arts, & the RCID program
501 R. M. Cooper Library
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Clemson SC 29634-3001
(864) 656-0841
cooper2@clemson.edu

From: CLEMSON LIBRARY EMPLOYEES [mailto:LIB_EMPLOYEES-L@LISTS.CLEMSON.EDU] **On Behalf Of** Christopher Vinson
Sent: Thursday, April 18, 2013 12:18 PM
To: LIB_EMPLOYEES-L@LISTS.CLEMSON.EDU
Subject: Digital Public Library of America (DPLA) Launches Today

Hello all,

I wanted to let you know of the launch of the Digital Public Library of America (DPLA), which Clemson Libraries has been involved with since its inception. And, we made it on the front page! In addition to providing access to Clemson and South Carolina Digital Library materials, the team here at Clemson developed one of the exhibits, *This Land is Your Land: Parks and Public Spaces*, using digitized items from the Open Parks Network grant. I encourage you to explore and engage, and be proud to be a tiger today!

Digital Public Library of America (DPLA) Launches Today

April 18, 2013

The Digital Public Library of America (DPLA) [launched a beta of its discovery portal](#) and open platform today. The portal delivers millions of materials found in American archives, libraries, museums, and cultural heritage institutions to students, teachers, scholars, and the public. Far more than a search engine, the portal provides innovative ways to search and scan through its united collection of distributed resources. Special features include a dynamic map, a timeline that allow users to visually browse by year or decade, and an app library that provides access to applications and tools created by external developers using DPLA's open data.

"The wonder and joy of entering an expansive library for the first time is truly a special feeling. We are delighted to be able to share this unified, open collection with Americans and the world, and can't wait to see what people discover, and what new applications and knowledge will be created," said Dan Cohen, Executive Director of the DPLA.

"Many decades in the visioning, two and a half years in the planning, with a small steering committee and an incubation hub at the helm, and featuring dozens of great libraries, universities and archives involved in hundreds of meetings, workshops, plenary meetings, and hackathons, attracting thousands of volunteers backed by millions of foundation and government dollars, today the Digital Public Library of America goes live! It's a great day for education and progress, as if the Ancient Library of Alexandria had met the modern World Wide Web and digitized America for the benefit of all," said Doron Weber, Vice Chair of the DPLA Steering Committee and Vice President, Programs at the Alfred P. Sloan Foundation, a major, active funder of the project.

The DPLA portal is powered by a rich repository of information, known as the DPLA platform, which enables new and transformative uses of America's digitized cultural heritage. With an application programming interface (API) and maximally open data, the DPLA can be used by software developers, researchers, and others to create novel environments for learning, tools for discovery, and engaging apps. The DPLA App Library ([dp.la/apps](#)) features an initial slate of applications built on top of the platform; developers and hobbyists of all skill levels are freely able to make use of the data provided via the platform.

"The DPLA launches virtually today, a symbol of what people can accomplish through collaboration in a networked era," said John Palfrey, President of the Board of Directors of the DPLA. "The most exciting idea is that we cannot begin to imagine the extraordinary things that librarians and their many partners can accomplish with this open platform and such extraordinarily rich materials, from so many institutions large and small, together and at the ready. We will create new knowledge together and make accessible, free to all, information that people need in order to thrive in a democracy."

"The DPLA's goal is to bring the entire nation's rich cultural collections off the shelves and into the innovative environment of the Internet for people to discover, download, remix, reuse and build on in ways we haven't yet begun to imagine," said Maura Marx, Director of the DPLA Secretariat. "Regular users can search in the traditional way using the portal, and developers and innovators can build on big chunks of code and content using the platform—we're creating access, not controlling it."

Led by Cohen, the DPLA aims to expand the realm of openly available materials, and make those riches more easily discovered and more widely usable and used. To date, the DPLA has partnered with six state and regional digital libraries and an equal number of large cultural heritage institutions—including the National Archives and Records Administration (NARA), the Smithsonian Institution, the New York Public Library, and Harvard University—to provide access to millions of unique digital objects.

"Among the 2.4 million records available at launch, you will find gems that include daguerreotypes of former Presidents George Washington and Abraham Lincoln, images of women marching for the vote in Kentucky, news film clips of the Freedom Riders during the Civil Rights movement, The Book of Hours, an illuminated manuscript from 1514, *Notes on the State of Virginia*, written by Thomas Jefferson, and paintings by Winslow Homer," said Emily Gore, DPLA Director for Content.

With its content partners, the DPLA has developed a number of diverse virtual exhibitions ([dp.la/exhibitions](#)) that tell the stories of people, places, and historical events both here in the US and abroad; all are available freely via the portal. *A History of Survivance: 19th c. Upper Midwest Native American Resources in the DPLA*, developed by the Minnesota Digital Library, tells the story of extraordinary cultural disruption, change and continuity in Minnesota and the surrounding areas during the 19th century through objects of both Native and non-Native origin. Other

exhibitions include *Boston Sports Temples*, developed by Digital Commonwealth (Massachusetts), which celebrates the rich histories of Boston's professional stadiums and arenas; and *This Land Is Your Land: Parks and Public Spaces*, an exploration of the history, impact, and significance of our national parks and protected areas curated by the South Carolina Digital Library.

"The project unleashes access to a volume and variety of historical and cultural assets through a dynamic, digitized information platform," said Jorge Martinez, Vice President and Chief Technology Officer at the Knight Foundation. "It offers an invaluable opportunity to reanimate this information and further strengthen the roles of libraries as centers for engagement—bringing communities together, fostering deeper understanding and connecting people with traditional culture—by leveraging the power of new technology."

The DPLA began in October 2010 with a small meeting of representatives from foundations, research institutions, cultural organizations, government, and libraries who came together to discuss best approaches to building a national digital library. In 2011, the Berkman Center for Internet & Society at Harvard University established, with the support of Alfred P. Sloan Foundation, a two-year planning initiative to guide the conceptualization, planning, and development of the DPLA.

Today's launch is, in large part, the culmination of that effort, marking the transition from a two-year planning initiative towards a fully realized, standalone 501(c)3 non-profit organization that will continue to make the riches of America's libraries, archives, and museums freely available to the world.

A series of festivities to celebrate the launch, scheduled to occur at the Boston Public Library today and tomorrow, were postponed until the fall in the wake of the April 15 Boston Marathon tragedy, which occurred near the storied public library.

"I see the building of a new library as one of the greatest examples of what humans can do together to extend the light against the darkness," said Dan Cohen, reflecting on the recent events in a [letter to the DPLA community](#). "In due time, we will let that light shine through."

About the Digital Public Library of America

The Digital Public Library of America (DPLA) brings together the riches of America's libraries, archives, and museums, and makes them freely available to the world. It strives to contain the full breadth of human expression, from the written word, to works of art and culture, to records of America's heritage, to the efforts and data of science. The DPLA aims to expand this crucial realm of openly available materials, and make those riches more easily discovered and more widely usable and used.

The DPLA is supported by the Alfred P. Sloan Foundation, the Arcadia Fund, the Institute of Museum and Library Services, the John S. and James L. Knight Foundation, and the National Endowment for the Humanities.

More information is online at <http://dp.la>.

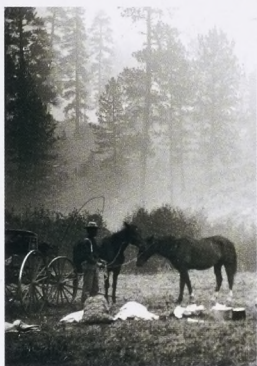


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Online searchable database of Guides
to Primary Sources at repositories in:

Alaska
Idaho
Montana
Oregon
Washington

The Northwest Digital Archives was
established in 2002 with funding from
the National Endowment for the
Humanities and the National Historical
Publications and Records Commission.



Idaho State Historical Society



Montana Historical Society



University of Alaska Fairbanks



University of Montana -- Missoula



Oregon Historical Society



University of Washington Libraries

Welcome to the Northwest Digital Archives

The Northwest Digital Archives (NWDA) provides enhanced access to thousands of archival and manuscript collections in Alaska, Idaho, Montana, Oregon and Washington through a union database of Encoded Archival Description finding aids.

Subjects include the major economic forces in the region — agriculture, forest products, fisheries and natural resources; urban and rural social and progressive movements; local, state, regional and national politics; outdoor recreation; Native American language and culture; and the place of religious communities in the region.

The NWDA database is useful for anyone interested in using primary sources relating to the history of the Northwest. Users range from academic researchers at the region's large universities to K-12 teachers and students. Genealogists, community historians, cultural resource managers and legal and environmental specialists are among the many community members who will also find the database useful.

By exploring the NWDA database, you will discover descriptions of architectural drawings; artifacts; letters, diaries and other personal papers; business, government and organization records; maps; moving images; oral histories; sound recordings; and photographs from archives, libraries and museums in Alaska, Idaho, Montana, Oregon and Washington.



NATIONAL
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NHPRC

DOCUMENTING DEMOCRACY
National Historical Publications and Records Commission

member institutions

- AK
 - Alaska State Library, Historical Collections
 - University of Alaska Fairbanks, Rasmuson Library
- ID
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 - Whitman College
 - Whitworth College

TECHNOLOGY JOURNAL.

Dec 18 '03

Can't Find a Book Excerpt? Google It

Search Engine Tests Service To Locate Written Passages And Steer Users to Sellers

By MYLENE MANGALINDAN
And NICK WINGFIELD

Google Inc. quietly has begun testing a service that lets users search excerpts of books, a sign of its broader ambitions in the search market.

Google is steering users who read the book excerpts to Amazon.com Inc. and other online stores. Longer term, though, the service could represent an escalation of its growing rivalry with Amazon.

Users can search for Microsoft-related books, for example, on the service, called Google Print, by typing "Microsoft site:print.google.com" into the search-query box. It will pull up excerpts for Microsoft-related books, just like other Web pages that Google's software turns up when it "crawls" the Web. Those book excerpts will be interspersed with other search results in the future, said Susan Wojcicki, Google's director of product management.

The closely held Mountain View, Calif., company wants to provide more-useful information to its users,

as well as to its publishers and advertisers, Ms. Wojcicki said. The service is free to publishers and advertisers, and Google said it has no business relationships with any of the parties listed on those book-excerpt pages. The company, which had to receive permission from publishers or business partners to host and display copyrighted book information, declined to say how many publishers it has crafted agreements with.

Google's entry into the book field

The initiative has broad implications for the search and retail sectors of the Web.

isn't surprising. The Internet company, which has been exploring an initial public offering for next year, has been expanding into different areas of search such as products, catalogs, news, discussion groups and Web logs. Last year, it introduced Froogle, a shopping Web site that allows users to search for merchandise.

Because these book pages are hosted by Google, the company is now put into the relatively new role of being a publisher of Web information, said Matthew Berk, research director of Jupiter Research, a unit of Jupiter Media Corp. In the past, Google has put out content that others have published on the Web, he said. Mr. Berk

also raised the issue of whether search by itself has become a commodity, forcing Google to look for other ways of differentiating itself with unique content.

In October, Amazon.com, the No. 1 retailer of books and videos, introduced a long-awaited "search inside the book" function that lets consumers browse for words in the complete text of electronic copies of books. Amazon, which has received permission from more than 190 publishers to post electronic versions of their books online, hopes the feature will help bolster the sale of books.

Google's Ms. Wojcicki denied that the company is competing directly with Amazon, which is a partner to which Google provides search and search-advertising services. Google sees the new service as complementary to Amazon because it refers users to the retailer's Web site via links alongside the book excerpts.

While Google's book-search feature doesn't appear to directly encroach on Amazon or other retailers' businesses, this could portend future clashes. Amazon, Microsoft Corp., Yahoo Inc. and others are increasingly focusing on search technology as the main starting point for various online activities, including electronic commerce. Earlier this year, Amazon established a Silicon Valley office to develop its own shopping-search technology. Yahoo bought search-technology companies Inktomi Corp. and Overture Services Inc. so it would own the tools for algorithmic search and search-related advertising.

Motorola Inc.

Registration Statement Filed To Split Off Semiconductor Unit

A day after announcing its new chairman and chief executive, Motorola Inc. proceeded with plans to split off its semiconductor unit as a publicly traded firm. The Schaumburg, Ill., firm filed its registration statement for an initial public offering with the Securities and Exchange Commission under the temporary name SPS Spenco Inc. A final name will be chosen before the IPO. The chip operations, or Semiconductor Products Segment, is Motorola's second-largest division behind cellphones. The company announced its intention to split off the subsidiary in October—after Christopher Galvin had disclosed his intention to resign as Motorola's chief and before Ed Zander was selected to succeed him. Mr. Zander said he supports the move. The money-losing unit fell off the list of top-10 world chip makers this year. The division accounted for \$1.5 billion of Motorola's \$1.8 billion operating loss last year. The company is to be based in Austin, Texas, site of the 23,000-employee semiconductor unit.

Buyers May Have Been Outsourced

Continued From Page B4

this is hurting the sector. Germany's SAP, the world's biggest maker of such software by revenue, has seen increased customer interest in business-process outsourcing. But it says it doesn't view that as competition or a threat to its profit margins. Under a recently announced alliance, Accenture will use SAP software for some of its business-process outsourcing services to financial and insurance-industry clients.

"We definitely see the opportunity to see this as an opportunity," said a spokeswoman in Wiesbaden, Germany, for SAP, the software maker. She declined to comment further.

Oracle Corp. also has been talking about

outsourcing its business-process services. Oracle is based in Redwood Shores, Calif., software maker as it tries to make a takeover bid for rival PeopleSoft Inc. Oracle's spokeswoman said the company does not plan to outsource its business-process services.

Oracle's spokeswoman said the company does not plan to outsource its business-process services.

States to Help Residents Import Drugs From Canada

Continued From Page B1

insist that such drugs be made in the U.S. as a safety measure, Mr. Packard says. The state also wants to use mental-health drugs from Canada for Medicaid recipients. Mr. Packard says the state plans to move ahead with such plans even over any federal objections.

Minnesota is also establishing a Web site for Canadian drug purchases and has begun elaborate preparations. The state has asked detailed questions of Canadian pharmacies that hope to sell through the site, including how Canadian physicians would review American prescriptions. It also requested a copy of a pharmacy license and evidence of licenses by the pharmacists and physicians involved.

This week, Minnesota pharmacy inspectors are visiting several of the Canadian companies that said they want to participate. None will be approved without inspections, the state says. "It's more than we would do with a pharmacy in Minnesota," says Kevin Goodno, the state's commissioner of human services. He says Minnesota planned to move ahead with the Web site even without federal permission.

Officials in West Virginia are exploring plans to import Canadian drugs through local pharmacies rather than by mail order. They want to work with Cana-

dian provincial authorities to verify that Canadian suppliers are legitimate, says Tom Susman, the West Virginia's acting cabinet secretary for administration. The aim is to allow all state residents to get the Canadian medicines, and integrate the import orders into the systems of pharmacy-benefit managers, the programs through which many workers obtain prescription drugs.

"We'll just use the normal channel, and not try to create a new channel," says Mr. Susman. West Virginia will ask for federal approval, though it's not yet clear if it would move ahead without it.

Some states, such as Illinois and Vermont, are considering signing up state workers with a Canadian pharmacy-benefit manager that would mail-order their drugs. A spokeswoman for Illinois Gov. Rod Blagojevich says his state plans several safeguards, including inspections of the facilities in the PBM's network and testing of a sample of imported and also domestic mail-order drugs to ensure they aren't counterfeit. The state also would create a new structure that would link employees to pharmacists who would be responsible for tracking their prescriptions, she says. "We're putting in place safeguards that don't exist right now," the spokeswoman says.

Both Vermont and Illinois are seeking federal approval of their programs.

Already, Springfield, Mass., has a limited drug-importation plan that was launched in July. The program raised the co-payments on U.S. drugs for city employees and retirees, while they pay nothing for those from Canada. The small city's initiative so far involves only about 3,000 people ordering Canadian drugs.

A spokesman for the U.S. Department of Health and Human Services says its head, Secretary Tommy Thompson, doesn't have the power to grant waivers to state and city importation programs. The secretary can under some circumstances allow importation if he can certify that the drugs are safe, but Mr. Thompson and previous secretaries haven't found that, the spokesman says. Under the new Medicare bill, the department will study whether there are ways to bring in drugs safely.

In Canada, regulators have made few concrete steps to stem the flood of drugs exports, but some pharmacies are worried they could face shortages. Drug companies are moving to curtail the supply of medicines headed through Canada to the U.S.

The FDA has argued that any drugs that fall outside the closed U.S. distribution system can't be guaranteed safe. State regulators, despite the initiatives of their governors, have often sided with the FDA. Indeed, Paul Boisseau, the executive director of New Hampshire's board of pharmacy, says his board hasn't worked on the state's importation plan, and without special permission from federal authorities the state's licensed pharmacists probably can't legally distribute imported medicines.

Peter J. Pitts, the FDA's associate commissioner for external relations, says litigation against states or cities is "an option for us if we feel it is appropriate to protect the public health." In November, a federal court ruled that a major operator of Canadian drug storefronts, Rx Depot Inc., must stop helping U.S. consumers get Canadian drugs.

In a letter to California officials in August, the FDA warned that "almost every time a city, county or state program imported a drug from Canada, that program would violate" federal law, and "individuals or programs that cause illegal shipments" are also illegal.

Attorneys say the states could be liable even if they are not themselves importing the drugs. "The federal government can take the position that the state is facilitating an action that is illegal under federal law," says Stuart Pape, a former FDA official who is now an attorney in private practice.

Yesterday, the FDA said it was planning to develop recommendations on how states can save money on U.S. drugs through options such as substitution of generics or comparable medicines, as well as group-purchase plans.

"We want to facilitate states' ability to provide access to safe and effective medications within the law," says the agency's Mr. Pitts. The agency says it will work with the Centers for Medicare and Medicaid Services to develop these plans.

China Makes Pitch To Sell Electronics Under Its Own Brands

Continued From Page B1

more than half of the wine-refrigerator market in the U.S.

More are likely to come. Squeezed by tough competition from both local and foreign companies at home, Chinese manufacturers need new markets to grow. Only China's top 50 companies by sales formulated an overseas expansion strategy, according to a recent study by Strategy Consultants.

"this will clearly put international second-hand Sanyo, JVC, move up- says Mc-

Initial Demand for Monograms

Continued From Page B1

any could meet. But just this week, she she was told there's no guarantee could arrive by the 20th, the day on vacation.

intended, but there's nothing my boyfriend pass up himself, but Lopez says.

arson said the A in black.' ... We've been doing a lot of substituting." Mr. Greenspan says company sales have skyrocketed this year and

Marcus, says there's been no crunch for those customers since most ordered in bulk in the fall. Priorities co-owner Howie Greenspan says it's panicked individual customers who are calling with last-minute orders.

Desperate times call for improvisation, he says with a laugh. "We have some stuff in stock where we'll say 'we don't have the letter A in green but we can do the A in black.' ... We've been doing a lot of substituting." Mr. Greenspan says company sales have skyrocketed this year and will probably reach \$5 million by year-

A Google Search of a Distinctly Retro Kind

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To Satisfy a Lawsuit, Internet Powerhouse Must Turn to Print Ads

By NOAM COHEN

Last month an e-mail message washed up at the offices of The Cook Islands News in the South Pacific. It was a request to place a half-page advertisement in the newspaper, which has a circulation of 2,500. The cost was \$370.

"We were amazed — it came from out of nowhere," the newspaper's editor, John Woods, said in a telephone interview. "We are very skeptical of ads like that."

Even more surprising was who was paying for it: Google.

Google, the online giant, had been sued in federal court by a large group of authors and publishers who claimed that its plan to scan all the books in the world violated their copyrights.

As part of the class-action settlement, Google will pay \$125 million to create a system under which customers will be charged for reading a copyrighted book, with the copyright holder and Google both taking percentages; copyright holders will also receive a flat fee for the initial scanning, and can opt out of the whole system if they wish.

But first they must be found.

Since the copyright holders can be anywhere and not necessarily online — given how many books are old or out of print — it became obvious that what was needed was a huge push in that relic of the pre-Internet age: print.

So while there is a large direct-mail effort, a dedicated Web site about the settlement in 36 languages (googlebooksettlement.com/r/home) and an online strategy of the kind you would expect from Google, the bulk of the legal notice spending — about \$7 million of a total of \$8 million — is going to newspapers, magazines, even poetry journals, with at least one ad in each country. These efforts make this among the largest print legal-notice campaigns in history.

That Google is in the position of paying

Continued on Page 4

INFORME PUBLICITÁRIO
Pessoas de fora dos Estados Unidos Este acordo pode afetá-lo porque trata de interesses sobre direitos autorais dos EUA em livros publicados fora daquele país. Se você tem interesse em um livro ou outro material em um livro, este acordo lhe dará obrigações legais a menos que opte, em tempo hábil, em não subscrever-lo.

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Autores e editores criaram com uma ação coletiva, alegando que o Google violou os direitos autorais de autores, editores e outros detentores de direitos autorais ("Detentores de direitos autorais") com o uso de livros e outros materiais escritos, incluindo livros, artigos, documentos pessoais, periódicos e trabalhos de governo ou de outras entidades.

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अगर आप किसी पुस्तक के लेखक, पुस्तक प्रकाशक या ऐसे अन्य व्यक्ति हैं जिसके पास किसी पुस्तक या अन्य रचना का कॉपीराइट अधिकार है, तो आपके अधिकार पुस्तक के पुस्तक के व अन्य रचना का कॉपीराइट अधिकार है, एक वर्ष के कार्यवाही मुकदमे के समझौते द्वारा प्रभावित हो सकते हैं।

आपको यह पता चल सकता है कि आपका पुस्तक या अन्य रचना का कॉपीराइट अधिकार है, तो आपके अधिकार पुस्तक के पुस्तक के व अन्य रचना का कॉपीराइट अधिकार है, एक वर्ष के कार्यवाही मुकदमे के समझौते द्वारा प्रभावित हो सकते हैं।

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To comply with a class-action suit by copyright holders affected by Google's plan to offer all of literature online, old-fashioned legal notices in 70 languages are being placed in newspapers worldwide.

Wein Seeks to Regain Control of Newport Festivals

By BEN RATLIFF

Amid rumors of an uncertain future for the Newport jazz and folk festivals, the veteran jazz concert producer George Wein — who founded them in the 1950s but ceded control over them two years ago — Tuesday gained permission to negotiate to regain them.

He said he intended to hold the festivals at Fort Adams State Park, their usual site in Newport, R.I., but the names of the festivals, the corporate name that Mr. Wein might use and a corporate sponsor are still undecided.

Mr. Wein is returning as a festival producer in altered circumstances. After pioneering the outdoor jazz-festival business and serving as boss for dozens of international festivals, he has in recent years seemed content to assume a back-seat position. In 2007 the Festival Network LLC, a new business under the leadership of the entrepreneur Chris Shields, bought the assets of Mr. Wein's company, including the trademarks of the Newport Jazz and Folk Festivals, for a figure in the low millions, while giving him a salaried producer-emeritus position within the company. Mr. Wein said he had not been paid since Nov. 15.

Since 2007 the Festival Network aggressively pursued the concept of mixed-genre destination festivals, in vacation spots like Jackson Hole, Wyo.; Martha's Vineyard, Mass., and Whistler, British Columbia. But The Providence Journal-Bulletin and The Boston Globe have reported recently that the company lost millions of dollars last year and at least until January was in debt to the Rhode Island Department of Environmental Management for last year's use of Fort Adams State Park. Mr. Shields was not available for comment. John Phillips, who has helped produce the festivals for 30 years under Mr. Wein and Mr. Shields, said the



RUBY WASHINGTON/THE NEW YORK TIMES

George Wein said he was hoping to go back in business to save the jazz and folk festivals.

A veteran producer will negotiate with Rhode Island for the shows he founded.

Festival Network had recently paid off its debts; this was confirmed by Larry Mouradian, the associate director of natural resources for the department.

However, according to Mr. Mouradian, the department declared the Festival Network's license agreement for running the festi-

vals in Fort Adams Park null and void because of the late payment. This, according to Mr. Mouradian, "opened the door for us to be able to look for an alternative" producer to hold jazz and folk festivals at the park.

Talks began with Mr. Wein, and on Tuesday, at a meeting of the Rhode Island State Properties Committee in Providence, Mr. Wein received approval to negotiate a new music-festival license agreement for the use of Fort Adams State Park with the state.

Mr. Wein said that he would like to put on his Newport festivals with or without a sponsor,

even though he knows he would lose money without one.

It remains to be seen whether the annual end-of-June jazz festival in New York — produced for years by Mr. Wein's company and then by the Festival Network — will be presented at all, or in reduced form.

At the moment, Mr. Wein, 83, said, his ambitions were limited. "The easiest thing for me would be to run away, but I got a few more years to live," he said, adding that he's going to go back in business primarily to save Newport. "In my mind, it's just a matter of preserving my legacy."

Arts,

Compiled by

Guidelines Are Issued for

The National Endowment for the Arts issued guidelines for arts groups seeking federal money under the economic stimulus bill allocated to the department. The guidelines, which are to be used by state arts agencies and regional arts councils to grant it to various groups; funds to nonprofit arts organizations that receive time grants must be used for salaries or have been eliminated as a result of the stimulus. For fees for previously engaged artists, the agency will be given to cost-effective programs of money distributed, the agency said.

Blanchett/DuBois At Kennedy Center

A revival of Tennessee Williams's "Streetcar Named Desire," starring Cate Blanchett, below, as Blanche DuBois and directed by Liv Ullmann, is among the highlights of the 2009-10 season at the John F. Kennedy Center for the Performing Arts in Washington. The schedule also includes Terrence McNally's "Nights at the Opera," in which he plays "Master Class" and "The Lisbon Traviata" and a new work called "Golden Age" will be performed in repertory, and the start of the center's two-season Focus on Russia series, in which the Maryinsky Ballet, the Maryinsky Opera and Orchestra and the Bolshoi Ballet will perform. More information about the season can be found at kennedy-center.org.



Dispute Resolution At Comedy Central

A budgetary standoff between the comedian Sarah Silverman and Comedy Central has ended without bloodshed, The Hollywood Reporter said. Ms. Silverman, the star of "The Sarah Silverman Program," had threatened to leave the series with her fellow executive producers when

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Answers to
Previous Puzzles

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Fascination Endures

A Google Search of a Retro Kind

From Weekend Page 1

for so many print ads “is hilarious — it is the ultimate irony,” said Robert Klonoff, dean of Lewis & Clark Law School in Portland, Ore., and the author of a recent law review article titled “Making Class Actions Work: The Untapped Potential of the Internet.”

So far, more than 200 advertisements have run in more than 70 languages: in highbrow periodicals like *The New York Review of Books* and *The Poetry Review* in Britain; in general-interest publications like *Parade* and *USA Today*; in obscure foreign trade journals like *China Copyright* and *Svensk Bokhandel*; and in newspapers in places like Fiji, Greenland, the Falkland Islands, and the Micronesian island of Niue (the name is roughly translated as Behold the Coconut!), which has one newspaper.

The almost comically sweeping attempt to reach the world’s entire literate population is a reflection of the ambitions of the Google Book Search project, in which the company hopes to digitize every book — famous or not, in any language, published anywhere on earth — found in the world’s libraries.

Under the proposed settlement, reached on Oct. 28 and still subject to court approval, there must be an effort the court finds “reasonable and practicable” to find authors and publishers — especially copyright holders of so-called orphan books, which are still in copyright but long out of print. So the task means placing at least one advertisement in every country in the world.

One reason courts have required such heroic efforts to

reach the people covered by a settlement is that unless parties opt out of the settlement, they are automatically opting in. The least that must be done, the argument goes, is let those affected know about it.

But as it turns out, authors and publishers are hard to track down. More than members of most settlement classes, said Kathy Kinsella of Kinsella Media in Washington, which is directing the ad campaign, these are a particularly diffuse group.

“We looked at how many books were published in various areas,” she said, “and we knew from the

Old-fashioned legal notices prove best in tracking down far-flung authors.

plaintiffs and Google that 30 percent were published in the U.S., 30 percent in industrialized countries. The rest of the world is the rest.”

“We had some choices,” she added. “We thought it made sense that in order to meet the due-process standard that we were as broad-based as possible.”

So, using United Nations data, her company created a list of countries and territories. Some nations, including Iraq, Afghanistan and Iran, were excluded because they do not agree to international copyright terms. In others, like Cuba, North Korea and Myanmar, her company is prohibited from buying ads because of United States trade embargos, Ms. Kinsella said.

Kinsella Media also hired a company to run the telephone line that takes calls, which, Ms. Kinsella said, raised its own questions: “How do you handle calls in 80-some languages around the world? How do you staff that? Is it worth having someone in French all the time?”

Michael Boni, a lawyer representing the Authors Guild, one of the parties that sued Google, acknowledged there was an aspect of “belts and suspenders” in using print and the Internet to spread the word about the settlement, but he added that “the Internet is not used to the same extent outside the U.S.”

“I have been doing class-actions for over 20 years, and I don’t think there is a notice program as comprehensive as this notice program,” he said.

For centuries, legal notices have been a reliable source of income for newspapers and, more recently, trade publications and television. Class-action notifications constitute a significant chunk of this revenue, with an estimated \$50 million to \$75 million spent a year, the bulk going to print advertising, according to Todd B. Hilsee, a communications expert in Philadelphia who advises courts on the issue.

Fran Biggs, the office manager at the weekly *Penguin News* in the Falkland Islands, said she was surprised by the Google settlement ad in her paper: “I suppose it did seem a bit odd, but if people are paying for it, why not?” She added that the advertising climate there is not as dire as it is in the rest of the world. “We never have any problems filling up pages,” she said. “We have a bunch of big stores.”

At *The Cook Islands News*, the advertisement led to a follow-up article the next week that quoted a prominent resident author, Ron Crocombe, who praised the convenience of the currently available Google Book Search (books.google.com), which publishes excerpts and tables of contents. He said it was useful “especially for us in small places like Rarotonga, where there are no big libraries or big bookshops.”

It turns out, however, that in the Google matter, the advertising side of the newspaper bent its rule of insisting on payment in advance. That led to a few nervous moments when the paper had not received its money. By the week’s end, however, the editor, Mr. Woods, reported that he had received a credit card authorization.

Entertainment Events

Music

“Trovatore,”
Lincoln

Carter, Morton Feldman, Ryan Anthony Francis and Samuel Barber, Fulton Ferry Landing and the Brooklyn Bridge, Brooklyn, 8.

Dance

PAUL TAYLOR DANCE COMPANY, City Center, 131 West 55th Street, Manhattan,

“GONE! DANCE, the Kitchen, 512 West Street, Chelsea, 8.

“BARNES & COMPANY, Ailey, 405 West 55th Street,

“NY, BAM, 30 West 4th Street, Fort

A Conductor Revels in His Element

To judge from his own words as well as from the evidence at hand, Zubin Mehta was thoroughly in his element conducting the Vienna Philharmonic in

JAMES R. OESTREICH

MUSIC REVIEW

Strauss's "Heldenleben" ("Hero's Life") at Carnegie Hall on Sunday afternoon.

"In truth," Mr.

Mehta writes in the first chapter of his 2006 autobiography (newly published by Amadeus Press in a translation from the German as "Zubin Mehta: The Score of My Life"), "I became a conductor because deep down I wanted to conduct Brahms's four symphonies and Richard Strauss's tone poems."

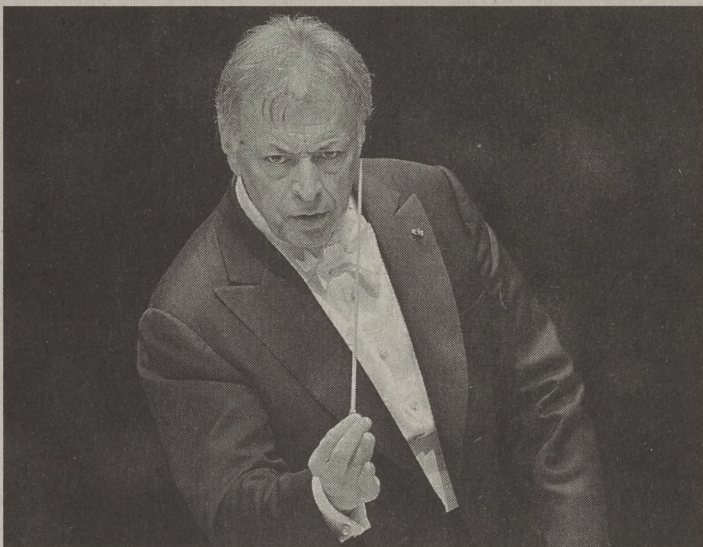
In the second chapter, "My Student Years in Vienna," he describes his musical coming of age in that city and the beginning of his career-long infatuation with its musical life and the Vienna Philharmonic in particular — a theme throughout. The orchestra made him an honorary member in 2001.

Together they captured the grandiosity and the grandeur of Strauss's paean to himself (the acknowledged hero of "A Hero's Life"). The orchestra's beefy brassy and thinnish, penetrating woodwinds brought out the great washes of color in Strauss's masterly orchestration; the woodwinds were especially needling in "The Hero's Adversaries" (namely, critics).

Rainer Kuchl, the concertmaster throughout the weekend, played the extended, mercurial solo representing "The Hero's Companion" with beauty, spirit and fire, as appropriate to the moment. (The German word *Gefährtin*, incidentally, denotes that the companion is female, and it will be a red-letter day in the Vienna Philharmonic's glacial and anguished progress toward sexual equality when this part is performed by its concertmaster in waiting, Albena Danailova.)

This was the second exceptional performance of the afternoon. The first, of the Overture to Mozart's "Marriage of Figaro," probably owed less to Mr. Mehta. The Vienna Philharmonic players, all members of the Vienna State Opera Orchestra, perform this music more often in its natural habitat, the opera pit, and the proprietary affection and familiarity showed.

There was such drive and anticipation here that a listener vainly nourished the preposterous hope that the entire opera would follow. What came instead was Haydn's "London" Sympho-



JENNIFER TAYLOR FOR THE NEW YORK TIMES

Zubin Mehta conducting the Vienna Philharmonic.

Vienna Philharmonic
Carnegie Hall

The finest concert beginning to end, and the real revelation, came on Friday evening, with Schoenberg's atmospheric "Verklärte Nacht" ("Transfigured Night"), followed by Bruckner's mighty Ninth Symphony. Mr. Mehta professes a special fondness for the Second Viennese School (Schoenberg, Berg and Webern), and the performance of "Verklärte Nacht" — early

unrivaled intensity and force. (No wonder they plant those extra instruments onstage before a concert for use in the event of a broken string.) And those organ-like blocks of sound in the brasses — seemingly poured out, rather than pushed or heaved — seem to emanate from a limitless collective store of breath.

Like Strauss, Mr. Mehta might to some extent have felt himself in the presence of adversaries on his return to New York. His book gives relatively short shrift to his 13 years as music director of the New York Philharmonic: "The entire time I was subjected to malicious attacks in the New York press, especially during my last years there."

As one who was often critical of him at the time, I well recall the pervasive sense that Mr. Mehta seemed averse to quiet playing. True pianissimos were rare, and the basic minimum dynamic seemed to be mezzo forte.

There were fine quiet moments in the inner movements of Schubert's Ninth Symphony for the Vienna players on Sunday evening. But the times during the orchestra seemed

Zubin Mehta
reconnects with
Vienna and Strauss.

Schoenberg though it is, in a supersaturated Romantic style — showed his affection and understanding.

This discursive 30-minute, single-movement work does not readily yield up its organizing principle, but Mr. Mehta and the orchestra made clear with meticulous phrasing and balances how much of it derives from the opening melody, simply ascending scale in a long rhythm. At times there comes a veritable ascending scale choice of the to follow canny scale

In 500 Billion Words, New Window on Culture

By **PATRICIA COHEN**

With little fanfare, Google has made a mammoth database culled from nearly 5.2 million digitized books available to the public for free downloads and online searches, opening a new landscape of possibilities for research and education in the humanities.

The digital storehouse, which comprises words and short phrases as well as a year-by-year count of how often they appear, represents the first time a data set of this magnitude and searching tools are at the disposal of Ph.D.'s, middle school students and anyone else who likes to spend time in front of a small screen. It consists of the 500 billion words contained in books published between 1500 and 2008 in English, French, Spanish, Ger-

HUMANITIES 2.0

Introducing 'Culturomics'

man, Chinese and Russian.

The intended audience is scholarly, but a simple online tool allows anyone with a computer to plug in a string of up to five words and see a graph that charts the phrase's use over time — a diversion that can quickly become as addictive as the habit-forming game Angry Birds.

With a click you can see that “women,” in comparison with “men,” is rarely mentioned until the early 1970s, when feminism gained a foothold. The lines eventually cross paths about 1986.

You can also learn that Mickey Mouse and Marilyn Monroe don't get nearly as much attention in

print as Jimmy Carter; compare the many more references in English than in Chinese to “Tiananmen Square” after 1989; or follow the ascent of “grilling” from the late 1990s until it outpaced “roasting” and “frying” in 2004.

“The goal is to give an 8-year-old the ability to browse cultural trends throughout history, as recorded in books,” said Erez Lieberman Aiden, a junior fellow at the Society of Fellows at Harvard. Mr. Lieberman Aiden and Jean-Baptiste Michel, a postdoctoral fellow at Harvard, assembled the data set with Google and spearheaded a research project to demonstrate how vast digital databases can transform our understanding of language, culture and the flow of ideas.

Their study, to be published in
Continued on Page A3

fied the location of Smith Prison. It is in Glennville, not Downing. The article also referred imprecisely to the relationship between Elaine Brown, a longtime advo-

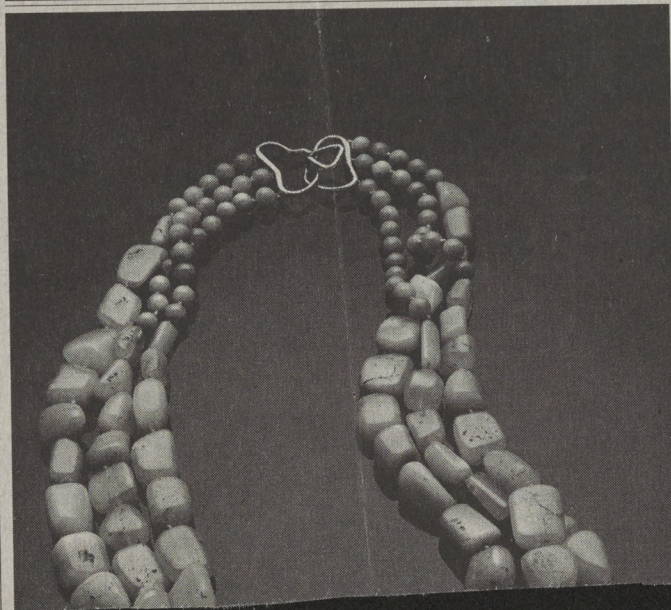
killing of a fashion designer, Sylvie Cachay, at the Soho House in New York misidentified the location of a branch of the club. It is in Miami Beach, not Miami. The er-

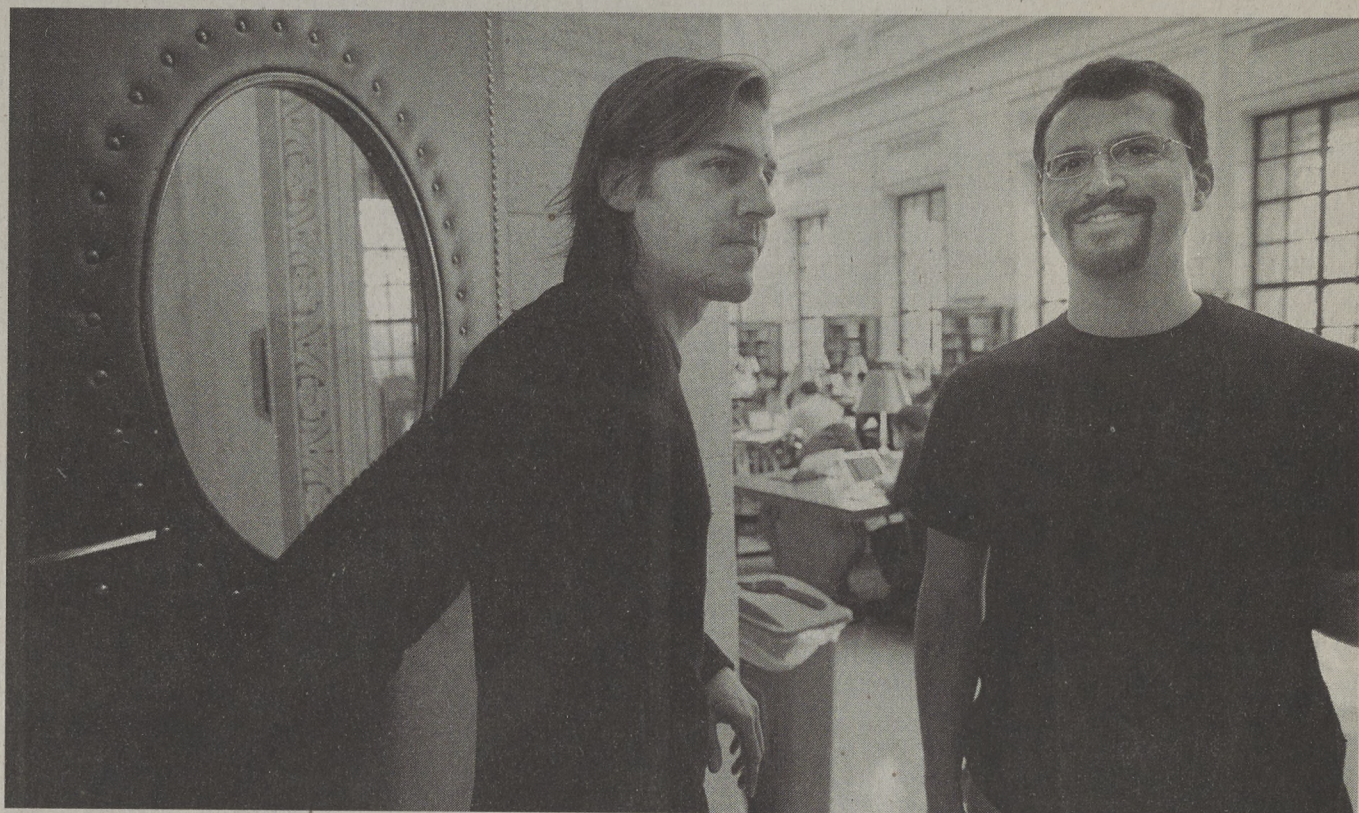
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KRIS SNIBBE/HARVARD UNIVERSITY

Jean-Baptiste Michel, left, and Erez Lieberman Aiden led a project tracking published words and phrases over the centuries.

In 500 Billion Words, a New Window on Culture

From Page A1

the journal *Science* on Friday, offers a tantalizing taste of the rich buffet of research opportunities now open to literature, history and other liberal arts professors who may have previously avoided quantitative analysis. *Science* is taking the unusual step of making the paper available online to nonsubscribers.

"We wanted to show what becomes possible when you apply very high-turbo data analysis to questions in the humanities," said Mr. Lieberman Aiden, whose expertise is in applied mathematics and genomics. He called the method "culturomics."

The data set can be downloaded, and users can build their own search tools.

Working with a version of the data set that included Hebrew and started in 1800, the researchers measured the endurance of fame, finding that written references to celebrities faded twice as quickly in the mid-20th century as they did in the early 19th. "In the future everyone will be famous for 7.5 minutes," they write.

Looking at inventions, they found technological advances took, on average, 66 years to be adopted by the larger culture in the early 1800s and only 27 years between 1880 and 1920.

They tracked the way eccentric English verbs that did not add "ed" at the end for past tense (i.e., "learnt") evolved to conform to the common pattern ("learned"). They figured that the English lexicon has grown by 70 percent to more than a million

words in the last 50 years and they demonstrated how dictionaries could be updated more rapidly by pinpointing newly popular words and obsolete ones.

Steven Pinker, a linguist at Harvard who collaborated on the *Science* paper's section about language evolution, has been studying changes in grammar and past tense forms for 20 years.

"When I saw they had this database, I was quite energized," he said. "There is so much ignorance. We've had to speculate what might have happened to the language."

The information about verb changes "makes the results more convincing and more complete," Mr. Pinker added. "What we report in this paper is just the beginning."

Despite the frequent resistance to quantitative analysis in some corners of the humanities, Mr. Pinker said he was confident that the use of this and similar tools would "become universal."

Reactions from humanities scholars who quickly reviewed the article were more muted. "In general it's a great thing to have," Louis Menand, an English professor at Harvard, said, particularly for linguists. But he warned that in the realm of cultural history, "obviously some of the claims are a little exaggerated." He was also troubled that, among the paper's 13 named authors, there was not a single humanist involved.

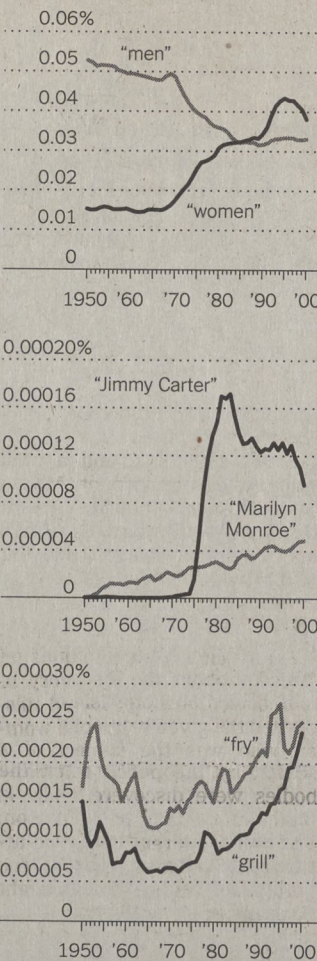
"There's not even a historian of the book connected to the project," Mr. Menand noted.

Alan Brinkley, the former provost at Columbia and a professor of American history, said it was too early to tell what the impact of word and phrase searches would be. "I could imagine lots of interesting uses, I just don't know enough about what they're trying to do statistically," he said.

Aware of concerns raised by humanists that the essence of their art is a search for meaning, Mr. Michel and Mr. Lieberman Aiden emphasized that culturomics simply provided information. Interpretation remains essential.

Culturomics, Anyone?

The frequency of selected words in books published each year.



Sources:
Jean-Baptiste Michel, Harvard University;
Erez Lieberman Aiden, Harvard University;
Yuan Kui Shen, M.I.T.

THE NEW YORK TIMES

"I don't want humanists to accept any specific claims — we're just throwing a lot of interesting pieces on the table," Mr. Lieberman Aiden said. "The question is: Are you willing to examine this data?"

Mr. Michel and Mr. Lieberman Aiden first started their research in 2004 on irregular verbs. Google

Books did not exist then, and they had to scrutinize stacks of Anglo-Saxon texts page by page. The process took 18 months.

"We were exhausted," Mr. Lieberman Aiden said. That painstaking work "was a total Hail Mary pass; we could have collected this data set and proved nothing."

Then they read about Google's plan to create a digital library and store of every book ever published and recognized that it could revolutionize their research. They approached Peter Norvig, the director of research at Google, about using the collection to do statistical analyses.

"He realized this was a great opportunity for science and for Google," Mr. Michel said. "We spent the next four years dealing with the many, many complicated issues that arose," including legal complications and computational constraints. (A proposed class-action settlement pertaining to copyright and compensation brought by writers and publishers as a result of Google's digitization plans is pending in the courts.) Google says the culturomics project raises no copyright issue because the books themselves, or even sections of them, cannot be read.

So far, Google has scanned more than 11 percent of the entire corpus of published books, about two trillion words. The data analyzed in the paper contains about 4 percent of the corpus.

The warehouse of words makes it possible to analyze cultural influences statistically in a way previously not possible. Cultural references tend to appear in print much less frequently than everyday words, said Mr. Michel, whose expertise is in applied math and systems biology. An accurate picture needs a huge sample. Checking if "sasquatch" has infiltrated the culture requires a supply of at least a billion words a year, he said.

As for culturomics? In 20 years, type the word into an updated version of the database and see what happens.

Humanities 2.0

Articles in this series examine how digital tools are changing scholarship in history, literature and the arts.

ONLINE: Previous articles in this series:

nytimes.com/books

Drug for Breast Cancer To Lose F.D.A. Approval

From Page A1

whether to grant the company a hearing.

Other approved uses of Avastin — to treat colorectal, lung, kidney and brain cancers — will not be affected. So even if the revocation for use against breast cancer is final, doctors could still use the drug off-label.

But insurers would be less likely to pay for off-label use of a drug that is very expensive. If approval is withdrawn, Genentech would remove breast cancer treatment from its program, capping yearly expenditures on Avastin at about \$57,000 for those with incomes under \$100,000.

Without the price cap, Avastin would cost about \$88,000 a year. Genentech says the drug is used by about half of the 29,000 Americans receiving a diagnoses of metastatic breast cancer each year.

The F.D.A.'s decision also drew political criticism, with some Republicans contending that withdrawing this treatment for breast cancer was akin to rationing under the new health care law.

"It is troubling that women in Germany and France will soon have access to a life-saving drug, while women in the U.S. will not," Representative Kay Granger, a Texas Republican, said in a separate statement.

Dr. Janet Woodcock, director of the Center for Drug Evaluation and Research at the F.D.A., said cost was not a factor. She said that Medicare and Medicaid would not consider changing reimbursement policies until a final decision was rendered.

Elizabeth Dove of Colorado Springs is taking Avastin to treat her advanced breast cancer, and said her doctor had told her she only had weeks to live before she started using the drug three years ago.

"I'm really afraid it's not going to be available to anyone," she said. "It has saved my life."

Dr. Edith A. Perez, a breast cancer specialist at the Mayo Clinic, said she was shocked and saddened by the decision, saying the option should remain open to patients.

"It's like any other drug I have in oncology," said Dr. Perez, who consults for Genentech but whose fees go to her hospital, not her. "I never know if the patient in front of me will benefit."

Some breast cancer patient advocacy groups praised the decision.

"We applaud the F.D.A. for responding to the scientific evidence in the face of significant political and public pressure," the National Breast Cancer Coalition said in a statement.

Musa Mayer, an advocate in New York who has had breast cancer, said the F.D.A.'s decision "sends a clear message that women with metastatic breast cancer need treatments that prolong their lives, show clear evidence of improvements in quality of life and clear clinical benefit. And Avastin has not demonstrated any of that."

Avastin, also known as bevacizumab, is the world's best-selling cancer drug, with sales last year of about \$6 billion.

Analysts have said revocation

could cost Roche, the Swiss pharmaceutical company and parent of Genentech, from \$500 million to \$1 billion in lost sales. Roche, which paid \$46.8 billion in 2009 to acquire the 44 percent of Genentech it did not already own, is in the process of cutting its work force, partly because of the diminishing sales prospects for Avastin.

Genentech said it was disappointed in the decision and that Avastin should remain a choice for women.

Avastin was given accelerated approval as a treatment for breast cancer in 2008 under a program that allows for speedy approval of drugs for serious diseases. In the initial clinical trial, the use of Avastin and the chemotherapy drug paclitaxel delayed by 5.5 months the median time before the disease worsened compared to the use of paclitaxel alone. However, Avastin did not prolong lives by a statistically significant amount.

But accelerated approval is subject to further studies to confirm a drug's effectiveness. And in two new trials, in which it was



J.B. REED/BLOOMBERG NEWS

Avastin is still approved for colorectal and other cancers.

combined with different chemotherapy agents, Avastin did not perform as well. It delayed the progression of cancer by only a month to about three months. It did not prolong lives at all and subjected many women to severe side effects.

An advisory committee to the F.D.A. voted 12 to 1 in July that the breast cancer approval should be withdrawn.

But since then, there has been lobbying by some patients and doctors to keep the approval. Christi Turnage, a nurse in Madison, Miss., who is using the drug, submitted a petition with 9,500 signatures and her son posted an emotional video on YouTube.

It is rare for the F.D.A. to take a drug off the market that it had earlier granted accelerated approval. Agency officials pointed out that European regulators had given full approval to Avastin, not conditional approval as the F.D.A. had. F.D.A. officials said that was why the approval was not revoked in Europe. Many experts said Avastin appeared to help some patients live longer. But right now, it is impossible to predict in advance which patients. If Genentech could figure out how to predict this — such as by a genetic test — it would clear the way for the drug to retain approval for a subset of patients.

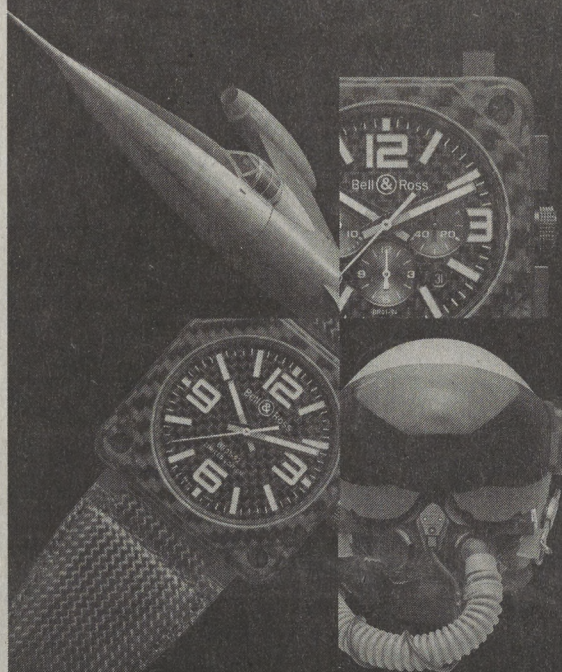
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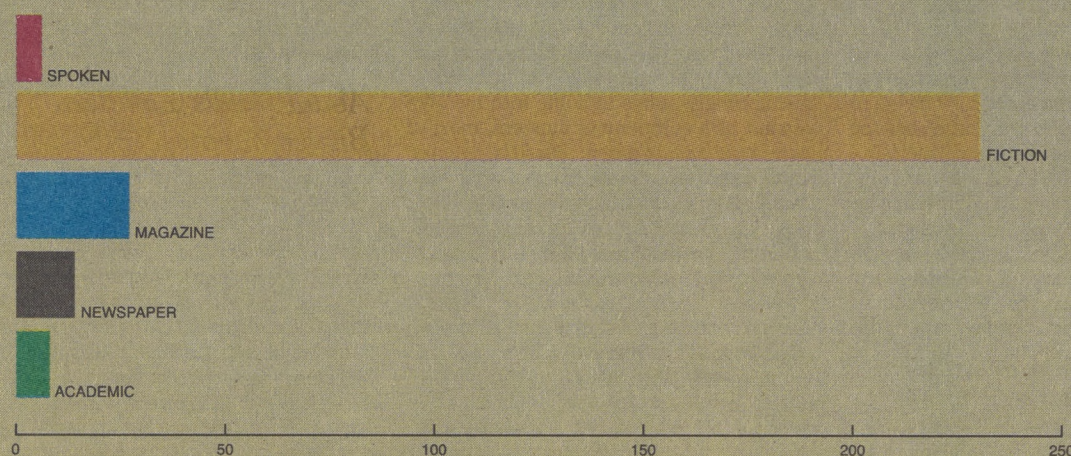
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The Jargon of the Novel

Computer analysis reveals the stylistic tics unique to fiction writing.

By Ben Zimmer

"BOLT UPRIGHT" | FREQUENCY OF PHRASE PER 100 MILLION WORDS | 1990 — PRESENT



WE like to think that modern fiction, particularly American fiction, is free from the artificial stylistic pretensions of the past. Richard Bridgman expressed a common view in his 1966 book "The Colloquial Style in America." "Whereas in the 19th century a very real distinction could be made between the vernacular and standard diction as they were used in prose," Bridgman wrote, "in the 20th century the vernacular had virtually become standard." Thanks to such pioneers as Mark Twain, Stephen Crane, Gertrude Stein and Ernest Hemingway, the story goes, ornate classicism was replaced by a straight-talking vox populi.

Now in the 21st century, with sophisticated text-crunching tools at our disposal, it is possible to put Bridgman's theory to the test. Has a vernacular style become the standard for the typical fiction writer? Or is literary language still a distinct and peculiar beast?

Scholars in the growing field of digital humanities can tackle this question by analyzing enormous numbers of texts at once. When books and other written documents are gathered into an electronic corpus, one "subcorpus" can be compared with another: all the digitized fiction, for instance, can be stacked up against other genres of writing, like news reports, academic papers or blog posts.

One such research enterprise is the Corpus of Contemporary American English, or COCA, which brings together 425 million words of text from the past two decades, with equally large samples drawn from fiction, popular magazines, newspapers, academic texts and transcripts of spoken English. The fiction samples cover

short stories and plays in literary magazines, along with the first chapters of hundreds of novels from major publishers. The compiler of COCA, Mark Davies at Brigham Young University, has designed a freely available online interface that can respond to queries about how contemporary language is used. Even grammatical questions are fair game, since every word in the corpus has been tagged with a part of speech.

Suppose we're interested in looking at past-tense verbs. The most common examples in COCA are nondescript: "said," "came," "got," "went," "made," "took" and so on. On the surface, the fiction offerings aren't that different: "said" is still the big winner, while some others move up the list a few spots, like "looked," "knew" and "thought." But ask COCA which past-tense verbs show up more frequently in fiction compared with, say, academic prose, and things start to get interesting: the top five are "grimaced," "scowled," "grunted," "wiggled" and "gritted." Sour facial expressions, gruff noises and emphatic bodily movements (wiggling fingers and gritting teeth) would seem to rule the verbs peculiar to today's published fiction.

Beyond the use of individual words, researchers can uncover even more striking patterns by looking at how words combine with their neighbors, forming "collocations." Dictionary makers take a special interest in high-frequency collocations, since they can be the key to understanding how words work in the world. It's a particular boon for making dictionaries that appeal to learners of English as a second language. When the lexicographer Orin Hargraves was studying collocations for a project at Oxford University Press (where I previously worked as editor of American dictionaries), he struck upon a trove of collocations that "would not be statistically significant were it not for their appearance in

fiction." And these weren't just artifacts of genre fiction, like "warp speed" in sci-fi or "fiery passion" in bodice-ripping romance novels.

Using the Oxford English Corpus, encompassing about two billion words of 21st-century English, Hargraves found peculiar patterns in simple words like the verb "brush." Everybody talks about brushing their teeth, but other possible companions, like "hair," "strand," "lock" and "lip," appear up to 150 times more frequently in fiction than in any other genre. "Brush" appears near "lips" when two characters' lips brush against each other or one's lips brush against another's cheek — as happens so often in novels. For the hair-related collocations, Hargraves concludes that "fictional characters cannot stop playing with their hair."

"Bolting upright" and "drawing one's breath" are two more fiction-specific turns of phrase revealed by the corpus. Creative writers are clearly drawn to descriptive idioms that allow their characters to register emotional responses through telling bits of physical action — "business," as they say in theater. The conventions of modern storytelling dictate that fictional characters react to their worlds in certain stock ways and that the storytellers use stock expressions to describe those reactions. Readers might not think of such idioms as literary clichés, unless they are particularly egregious. Individual authors will of course have their own idiosyncratic linguistic tics. Dan Brown, of "Da Vinci Code" fame, is partial to eyebrows. In his techno-thriller "Digital Fortress," characters arch or raise their eyebrows no fewer than 14 times.

Brown's eyebrow obsession may simply signal a lack of imagination, but corpus research can also illuminate a writer's stylistic creativity. Masahiro Hori, a professor of English linguistics at Kumamoto Gakuen University in Japan, has studied how Charles Dickens breathed new life into literary collocations. In "The Pickwick Papers," for instance, Dickens played off the idiom "to look daggers at someone" (meaning to shoot a wrathful glare, itself descended from Shakespeare's "to speak daggers") by innovatively replacing "daggers" with "carving-knives": an old lady "looked carving-knives at the hardheaded delinquent." To be sure, a careful reader might have discerned the originality of the phrase on his own, but corpus analysis allowed Hori to confirm and extend his insights into Dickens's originality.

For David Bamman, a senior researcher in computational linguistics with Tufts University's Perseus Project, analyzing collocations can help unwrap the way a writer "indexes" a literary style by lifting phrases from the past. Often this can consist of conscious allusions — Bamman and his colleagues used computational methods to zero in on the places in "Paradise Lost" where John Milton is alluding to the Latin of Virgil's "Aeneid." Though traditional literary scholarship has long sought to track these echoes, the work can now be done automatically, transcending any single analyst's selective attention. The same methods can also ferret out how intertextuality can work on a more unconscious level, silently directing a writer to select particular word combinations to match the expectations of the appropriate genre.

When we see a character in contemporary fiction "bolt upright" or "draw a breath," we join in this silent game, picking up the subtle cues that telegraph a literary style. The game works best when the writer's idiomatic English does not scream "This is a novel!" but instead provides a kind of comfortable linguistic furniture to settle into as we read a novel or short story. While Twain, Hemingway and the rest of the vernacularizers may have introduced more "natural" or "authentic" styles of writing, literature did not suddenly become unliterary simply because the prose was no longer so high-flying. Rather, the textual hints of literariness continue to wash over us unannounced, even as a new kind of brainpower, the computational kind, can help identify exactly what those hints are and how they function. □

Modern Family

Continued from Page 1

case, reach it by simulating sex with a toy baseball bat.) Should their parents be held responsible, or are they equally victimized by the seductions and traps of digital life?

These are among the anxious, perhaps as yet unanswerable questions that propel Schulman's riveting narrative. To call "This Beautiful Life" timely is almost an understatement, since real life regularly generates plenty of clueless but weirdly understandable behavior like that of Schulman's characters. Yet as much as this book fiercely inhabits our shared online reality, it operates most powerfully on a deeper level, posing an enduring question about American values — is it worth leaving a perfectly good life to grab a chance for something more?

In the immediate aftermath of the video's release, Jake is suspended from his Riverdale private school, spending long days at home in a self-loathing funk. Richard, his father, is forced to take a leave of absence from his new job in the

Maria Russo is a frequent contributor to the Book Review.

administration at a Columbia-like university, where he is spearheading a project to claim "blighted" uptown blocks for an extended campus. Liz, Jake's mother, who hasn't worked much since finishing her art history Ph.D., is plunged by the family's debacle into her own Internet-enabled dysfunction, obsessively following the blog of an ex-boyfriend, endlessly watching Daisy's video, going down the rabbit hole of Internet porn. Liz accidentally leaves Daisy's video open, where it's seen by the baby of the family, irrepressible Coco, adopted from China, who promptly re-enacts Daisy's wild sexual dance at her pricey kindergarten. It's a total family breakdown, 21st-century Manhattan style.

"Nothing goes away now," Richard's boss tells him. "Forgetting is over." That's hard for an old-school go-getter like Richard to understand: "There should be a service to suck this kind of stuff out; he'll look into that." Even more foreign is the privacy-allergic generational mindset in which the video was created and disseminated. As he visits a lawyer to try to fix the mess, Richard concedes that he "doubts his son

has ever thought about confidentiality as a concept." And yet Schulman is no Internet-age Cassandra. As in her previous novel, "A Day at the Beach," in which the events of 9/11 set in motion another wealthy Manhattan family's crisis, the book's tragedy seems to have been in progress long before the precipitating events occur.

The dark heart of the story resides not in the lawless online ether but in the Bergamots' status as strivers, outsiders to a ruthless world of money and privilege they aren't emotionally equipped to navigate. Schulman smartly sets the novel in 2003, before rougher times hit even the high fliers, and her mockery of crass, restless New York City culture at the dawn of "this new moneyed century" is perfect. Liz, who grew up in the "hard, unyielding, concrete universe" of Co-op City, the Bronx, is unable to make real friends among the skinny, Botoxed Manhattan moms, with their drivers and decorators and art consultants, their "long, shiny, blown-out streaked hair" and skin of "pure leather." Richard, who had a "simple and predictable and hard" upbringing in California, longs for advice about managing the family's mess from his own dead father, an uneducated postal worker who had a "wisdom" that "golden boy" Richard, with his scholarship to Princeton, his Stanford M.B.A. and Ph.D., and his tireless drive for success, realizes he lacks.

Sensitive Jake, for his part, pines for a girl, Chinese-born, adopted Audrey, who is out of his league, the girlfriend of a "tall and blond" guy whom "you could kind of imagine in a suit someday." Jake is over-matched by the city kids, most of whom are older because their parents held them back to get them "into a first-tier kinder-

What can the future hold for kids who bumble their way into the lowliest realm of the Internet?

garten." They exchange clever jibes and spend weekend nights walking up and down Park Avenue, dropping into "ad hoc parties" in parent-free apartments. The boys face a confusing pressure to hook up with any girl who offers. When Jake is readmitted to school after the video debacle, he's horrified to find himself embraced as an outlaw hero.

Richard and Liz were content back in Ithaca, where the compact pleasantness of daily rounds with her kids in "the cocoon of her car" made Liz feel "practically winged." But they take for granted the appeal of ever upward mobility, ever more wealth, and the contradictory principles guiding their choices are largely unexamined. Richard has vowed to live a life of "public service — public service with

money." Liz has let her own career as an art historian slide as she enjoys the "luxury of time" (albeit defensively; she never imagined she'd be "dependent on a man for money"). Yet Liz is not, she ruefully admits, a better mother for having nothing else going.

Schulman somehow makes all these characters lovable, even when their least attractive qualities are on display. Perhaps most fascinating is "plump, prettyish" Daisy Cavanaugh, hovering throughout as both specter and spectacle, removed from school but ever present via her video. Her rich, neglectful parents' enormous Riverdale house has "three glassy levels" that "seemed to rise out at some new angle to better capture a view of the Hudson." Sad, needy, uncherished, she is nonetheless bizarrely empowered, a twisted update on that other Daisy in the novel's most obvious predecessor.

Schulman has Jake read "The Great Gatsby" while he's suspended from school, and he's upset by the passage in which Fitzgerald calls Tom and Daisy Buchanan "careless people." It should by rights apply to the Cavanaughs, and yet Jake knows he too has "smashed up things." But it's his unrequited crush, Audrey, who stands for what comes to seem truly out of Jake's reach: a kind of purity. She decides to step away from "all the idiot boys," away from the casually cruel social scene in which Jake and Daisy have lost their bearings. Her mystique has nothing to do with money or glamour: "He'd heard her parents were, like, old hippie social workers who had lived in Northampton or something, until they took her home from China."

In an earlier era, a misstep in the sexual realm by a simple but aspiring guy like Jake would have ended bloodily, but "This Beautiful Life" presents a more ambiguous picture, befitting the new threats of the Internet age, when not necessarily homicide but social or career death seem to loom just a click away. Jake's action in forwarding the video leads to consequences that are, if not truly tragic, immensely sad. Perhaps he's best seen as a casualty not just of the Internet but of a time in which parents are unsure how to guide libidinous teenagers, whose natural tenderness is under assault as sexual mores change at a furious pace. Schulman hints that the most shocking thing about the video is that, for all its power to unravel the fragile Bergamots, in the grander scheme of things it's not such a big deal. Daisy's willingness to perform so vulnerably for Jake, although misguided, taps into a kind of desperate brio that our culture rewards. The epilogue gives us a glimpse of an older Daisy, and she's not where we might imagine her to have landed. What if Daisy is an example to us all, here in pitiless postmodern America? Forgetting is over, but no one remembers that much either. □



PHOTOGRAPH OF HELEN SCHULMAN BY DENISE BOSCO

**Orbis Cascade Alliance Receives National Endowment for the Humanities Grant,
"Northwest Digital Archives: Expanding Access to Northwest Archival Collections"**

2011 April 27

For Immediate Release

The Orbis Cascade Alliance's Northwest Digital Archives program, which offers enhanced access to archival collections in Washington, Oregon, Idaho, Alaska, and Montana, has received a \$137,756 grant from the National Endowment for the Humanities to mark up 482 finding aids in Encoded Archival Description and add them to NWDA's database at <http://nwda.orbiscascade.org/index.shtml>.

Six institutions hold the regionally and nationally significant collections represented by the finding aids. The participating institutions are Montana State University, Western Oregon University, The Evergreen State College, Oregon Institute of Technology, Eastern Washington University, and Boise State University.

The project, which will begin in July 2011 and conclude in June 2012, will add three new members to the NWDA program and provide additional support for three current NWDA members who have been unable to participate fully in the program. The end results will be expanded access to the participants' collections, skill building, and revisions to descriptive practices and processing workflows that will continue this level of access to their collections in the future.

As of July 2011, Northwest Digital Archives will have 37 members (including three new members from this grant and six new members from a National Historical Publications and Records Commission grant): Alaska State Library, Boise State University, Central Oregon Community College, Central Washington University, Concordia University, Eastern Oregon University, Eastern Washington State Historical Society, Eastern Washington University, The Evergreen State College, George Fox University, Idaho State Historical Society, Montana State University, Lane Community College, Lewis & Clark College, Montana Historical Society, Oregon Health & Science University, Oregon Historical Society, Oregon Institute of Technology, Oregon State University, Pacific Lutheran University, Pacific University, Seattle Municipal Archives, Seattle Museum of History & Industry, Seattle Pacific University, Seattle University, University of Alaska Fairbanks, University of Idaho, University of Montana, University of Oregon, University of Puget Sound, University of Washington, Washington State University, Western Oregon University, Western Washington University, Whitman College, Whitworth University, and Willamette University.

Contact Jodi Allison-Bunnell, NWDA Program Manager, Orbis Cascade Alliance,
jodiab@uoregon.edu

**ORBIS
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Dear Mr Doig -

2011 April 27

Am pleased to report that the NCH awarded us the grant for which we applied last summer!

Our program officer reported that the letters of support made all the difference, demonstrating to reviewers the national importance and impact of collections in this region. We are immensely grateful to you - thank you.

Regards - Jodi Allison-Bunnell

The university is an equal-opportunity,
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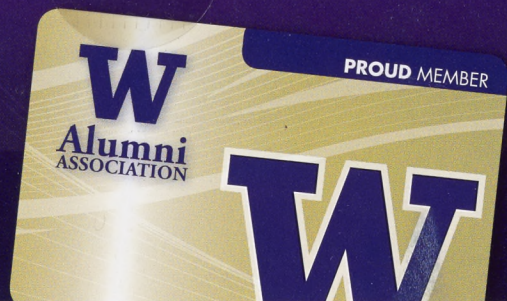
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JODI ALLISON-BUNNELL
Northwest Digital Archives
Program Manager

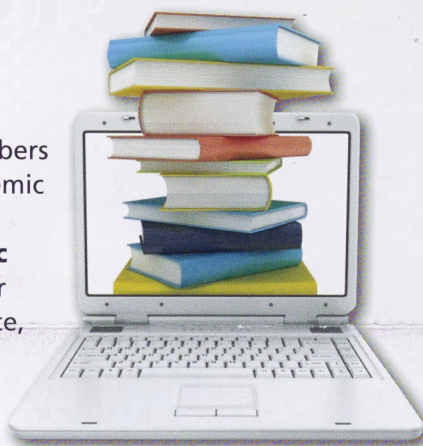


UW ALUMNI ASSOCIATION MEMBER UPDATE

FALL 2011

ANNOUNCING ONLINE JOURNALS

You asked, we listened! UWAA members now have access to the EBSCO Academic Search Alumni Association database, which contains over **3,000 academic journals** in full text and indexing for 5,000 more. It's an invaluable resource, whether you want to pursue serious research or just satisfy your curiosity. Find out more about UWAA's latest (and most popular) benefit for members at UWalum.com/membership.



150TH ANNIVERSARY OF THE UW MARK YOUR CALENDARS— W DAY IS NOVEMBER 4TH

Celebrations of the 150th anniversary will be happening all year, starting with Freshman Convocation and continuing through Commencement in June, but November 4th marks the day when the UW was founded in 1861. Look out for purple surprises, both online at uw.edu/150 and in the real world.

Make a special 150th anniversary gift!

We are inviting you to make a special gift in honor of the UW's 150th anniversary to support the programs that make the alumni community strong and make the UW an ongoing part of your life. Members who give \$150 or more in addition to their dues will receive:

- A special UW 150th membership card that's renewable just like your current card
- A commemorative brass "W" in the shape of the new bronze "W" that welcomes you onto campus.

Find out more at UWalum.com



MEMBER BENEFITS

Save money this fall with your UWAA membership.

- Join **Costco** as a new member and receive coupons for free products and other great savings valued at more than \$50. Log into the UWAA members-only site to print the offer invitation. Expires 6/30/12.
- Members save \$30 on the **Seattle Children's Theatre's** six-ticket Flex Pass. In celebration of the UW's 150th Anniversary, members can buy the Flex Pass for only \$150. Your admissions are redeemable for any play in the 2011-12 season. Use it for yourself or anyone of any age with whom you choose to share it. (Limited quantity available.)
- Buy new Husky football season tickets and get a free "UW Alumni" license plate frame. This UWAA member offer expires soon, so you'll need to act fast! Get more details at UWalum.com/seasontickets.

These and all UWAA member discounts have expiration dates and may contain exclusions. To see your currently available benefits and instructions on how to redeem them, go to UWalum.com/benefits.

Keep in touch with the 150th Anniversary Directory

2011 is the 150th Anniversary of the University, and the whole University is celebrating! UWAA is commemorating the event with a **special directory** of your fellow alumni. Keep a lookout in your mailbox for a postcard about the directory, and help stay connected to your fellow alumni.

Come see us at UWalum.com

W Alumni
ASSOCIATION

MEMBER EVENTS

Family Events for Members

This fall brings a host of events for alumni families. In October, the UWAA has reserved the Seattle Children's Theatre for an exclusive performance of **Harold and the Purple Crayon**. Stick around after the show for a members-only Q&A with the actors! Also in October is the **26th Annual Dawg Dash**—bring your kids or dogs for your last chance to run on the track at Husky Stadium before the renovation—don't forget your member discount!

Later on in the season, the UWAA will be hosting **UWAA Member Night at the Nutcracker** with the Pacific Northwest Ballet. Admission to this event and others is open only to UWAA members and their guests, so keep watching your inbox for this and other exclusive invitations. Make sure we have your current e-mail address at UWalum.com/update.



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PNB School Student Photo
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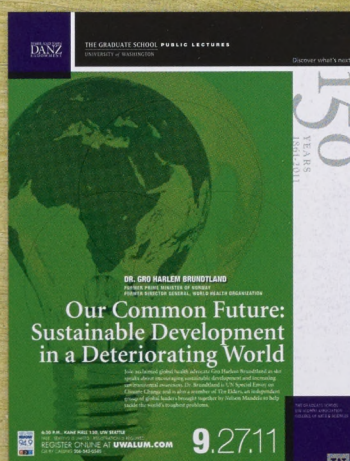


Around the Country— Husky Action Where You Live!

Get plugged into Husky football action across the country! Whether it's attending one of our pre-game parties (Washington Warm Ups presented by Miller Lite) or watching the game at a Husky Viewing Party, keep up with your team wherever you are. Keep checking in at UWalum.com/cheer for updates on activities in your area.

New Member Benefit: Early Registration for the Graduate School Lecture Series

Every year the UW Graduate School brings top speakers from around the world for fascinating lectures, and this year is no exception. This year's speakers include author **Amy Tan**, journalist **Seymour Hersh**, and other luminaries from such widely varied fields as global health, statistics, neurobiology and international security. The UWAA is pleased to announce **exclusive early registration** for UWAA members. Make sure we have your current e-mail address, so you can keep informed about these and other upcoming events.



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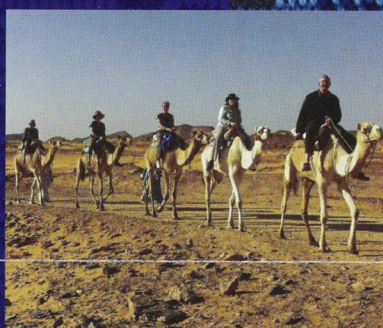
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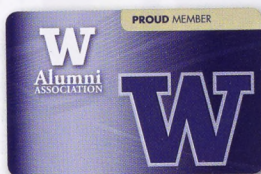
MEMBER TRAVEL

The UWAA Alumni Tours 2012 calendar is online! Whether you want to explore the rich history of **Turkey**, or visit the polar bears in Churchill, Manitoba, UWAA Alumni Tours has a destination for you. Learn more at UWalum.com/tours.

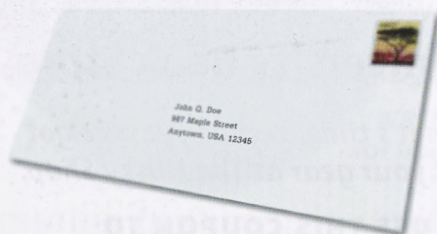
Earlier this year, members traveling to **Egypt** got to be eyewitnesses to history as the **Arab Spring** swept over the country. Read their accounts, with photographs and audio recordings, at **the Tours Blog section** of our website.



If your life membership card is in tatters, we'd be happy to replace it. Just give us a call during normal business hours at 800-289-2586.



Prefer e-mail? Moving? Please send your new mailing address to UWAA Member Update, Box 359508, Seattle, WA 98195. Send corrections to updates@uw.edu or give us a call at 206-543-0540. Want an e-mail version only? Go to UWalum.com/memberupdate to change your preferences.



University of Washington
Alumni Association
Box 359508, Seattle, WA 98195-9508

STAY CONNECTED



At last count, the UWAA's official Facebook page had over 8,300 fans, surpassing Washington State and landing at #3 in the Pac-12! Think we've got what it takes to beat Arizona?

Pac-12 Alumni Associations on Facebook*

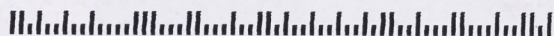
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- Oregon-3,765
- Colorado-2,825
- OSU-2,483
- Utah-1,669

* As of August 26, 2011



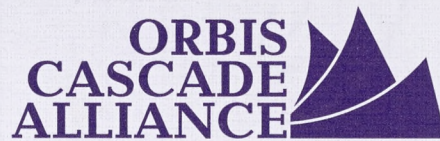
Issue #3, September 2011. Member Update is the quarterly newsletter for all members of the University of Washington Alumni Association, 4333 Brooklyn Ave N, Box 359508, Seattle, WA 98195.

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Ivan Doig
17277 15th Avenue NW
Seattle, WA 98177

2010 June 23

Dear Mr. Doig:

Thank you very much for your fine letter of support for the Northwest Digital Archives' application to the NEH. Your enthusiasm and specific examples of collections that have benefited your work provide a very strong framework for the application. As you requested, I have shared a copy with Brian Shovers at the Montana Historical Society.

I enclose a NWDA brochure in hopes that you'll find the existing database of over 5,500 finding aids useful in your work. If we are awarded the grant, the guides from the six participating institutions will appear in early 2012.

I have enjoyed every one of your books and look forward to what may come next.

Thank you once again for your kind response to our request.

Cordially,

A handwritten signature in dark ink, appearing to read "Jodi A. Bunnell". The signature is fluid and cursive.

Jodi Allison-Bunnell
NWDA Program Manager

WSJ

Aug 18 '03

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PORTALS

By LEE GOMES

Google Is Most Popular But Other Search Sites Sometimes Do It Better

IS GOOGLE still the best search engine on the Web? It's a question you might want to ask God.

Do so by typing "God" into the Google search bar. The results you get back, at least as of late last week, aren't exactly the high-quality sort on which Google built its reputation.

The top two listings had nothing to do with religion, but were an MP3 music site and a software operation called PHP-Nuke. Francisco Burzi, who runs the latter, says he and some pals tricked Google by having their personal Web sites all link to PHP-Nuke while making references to "God."



Daniel Baxter

It sounds like the bad old days of Internet searching, when porn sites routinely turned up near the top in non-porn searches, a blight Google has been praised for ending.

Is Google slipping? More likely, it's that the chinks in Google's armor are more readily apparent, simply because so many people are out there banging on it.

Still, there are other ways to search the Internet than through Google, something Google's many fans might not appreciate. Some search industry gurus even preach heresy: that Google isn't the field's technology leader anymore.

FIRST, THOUGH, a brief history of search. In the Web's early days, if you wanted to know about "mortgages," the first generation of search engines would show you pages with references to the term. But, as porn sites quickly discovered, this approach is easily fooled, say by putting "mortgage" somewhere—or dozens of times—on your page.

Then, Jon Kleinberg, a Cornell University computer scientist, realized a better approach would be to forget about the contents of a page and concentrate instead on the people linking to it. It's known as "link analysis," as opposed to the earlier "text analysis." Prof. Kleinberg ran an IBM research project that tried to write software that would find the Web "communities" around a particular topic, like mortgages. You'd then go to that community, and see what sites it thought were best. A good idea, but the IBM crew couldn't figure out how to do it fast enough.

Enter Google, which in the late 1990s came up with its own variation of link analysis. Google's soon-to-be-famous "Page Ranking" system listed Web sites by their popularity, on the assumption that the best sites were those with the most people linking to them. It was slightly different from what IBM was trying because with Google, everyone, in effect, had a shot at voting at the best page, rather than a presumed "community of experts." It worked, and Google quickly became the No. 1 search engine. It holds that position today for many reasons besides its technology, like its clean design.

Lately, the Google folks have been downplaying the page-ranking system in describing their advantages—if only because everyone else is now doing it. In fact, all search engines nowadays take many things into account when deciding how to list the pages in response to a query.

THOUGH IT IS used more than any other site, Google actually has many competitors. One of the most technically interesting is Teoma. Founded by Apostolos Gerasoulis, a Rutgers University computer scientist, Teoma has figured out how to quickly find the communities that the IBM crew was looking for. Teoma was bought by AskJeeves in 2001, and now powers AskJeeve searches while also maintaining a separate site.

The advantages of this approach might not be immediately apparent to the casual visitor to the Teoma.com site. Pay attention, though, to the "refinements" you see on the right side of the screen after a search. Teoma's software has, in effect, found the "community" associated with your search, and is listing what related topics that community is "discussing." For "power blackout," the refinements Friday included "electrical surge" and "cost of downtime."

It's a great way to learn about a topic, or to find the precise thing for which you are looking, without having to actually go to a lot of links.

AltaVista has a similarly useful, if slightly less complete, offering. But Google doesn't. That's one reason that Prof. Kleinberg says Teoma's technology has lately eclipsed Google's.

How's that? Something better than the vaunted Google? Draw your own conclusions.

What's indisputable is that the world of search engines is scene to more innovation and competition than many folks realize. There's even stock to fund this; the recent, reality-challenged run-up in tech stocks has increased AskJeeves's stock price almost 20-fold.

While Google is expected to go public soon, the economic rules of the search world are still being written. Will Google become the "Microsoft of search?" Or are the dynamics of the marketplace fundamentally different, in a way that will allow for two or three (or more) profitable players? How "locked in" do people get to a particular engine? How much better than Search Engine X does Search Engine Y need to be to get people to start using it?

The answers are all coming soon to a search engine near you.

Send your comments to lee.gomes@wsj.com, and check back Friday for some selected letters at WSJ.com/Portals.

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The sharpest barbs came from Mr. Schwarzenegger's fellow Republicans Bill Simon and state Sen. Tom McClintock, who are vying for support from the party's activist conservative base. "It would be a tragedy if we elected a Republican governor who actually wiped out the only protection Californians have from higher taxes," said Mr. Simon, last year's Republican nominee for governor.

Mr. McClintock's campaign director, John Feliz, said the remarks branded Mr. Schwarzenegger as insufficiently faithful to his own party. He said Democratic Lt. Gov. Cruz Bustamante and Mr. Schwarzenegger "ought to make a decision about who will stay for the Democrats."

Mr. Davis also leapt to the defense of Proposition 13. "I'm very proud that property taxes in California are lower than the rest of the country," he said. "Proposition 13 is principally responsible for that."

A spokesman for Mr. Schwarzenegger said the actor has been a "fierce defender" of Proposition 13 since its passage and wouldn't advocate amending or repealing the law as governor. In a statement released last night, Mr. Schwarzenegger said, "I expect many dynamic ideas and policy recommendations from my team. But with regards to ... Proposition 13, my position is rock solid in support of that initiative."

Still, political analysts said Mr. Bufett's remarks could be used politically against Mr. Schwarzenegger, and said the flap would intensify pressure on Mr. Schwarzenegger to detail his positions on issues. He has been largely silent since entering the race Aug. 6.

"Sooner or later, he needs to tell people what his vision is and what his stands are," said Ray McNally, a Republican consultant in Sacramento who isn't working in the governor's race. Mr. Schwarzenegger's opponents could use the remarks "as an example that he doesn't know what the average Californian is facing."

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Google Experiment Provides Internet With Book Excerpts

By JOHN MARKOFF

SAN FRANCISCO, Dec. 17 — Google, the Internet search engine, has begun an experiment with book publishers in which the contents of the first chapters of books, reviews or other bibliographic information is indexed and made available to Web surfers.

Although the experiment, called Google Print, was begun quietly earlier this month, the company described its test on Wednesday in general terms after Google users began noticing the content in their information searches. Google executives were quick to point out that the company now considers the service to be a test, or "beta," version, and it is not generating revenue from either the search information or from ads or other related information that appear on the retrieved pages.

"Google Print is consistent with what we've been doing since Google first started," said Susan Wojcicki, the company's director of product management. The company is still

reviewing how the service might generate revenue, she added.

"We believe one of the ways we can offer a better experience for our users is to crawl a richer set of information," she said. "Reaching out to publishers is just another way we are trying to improve our user experience."

While the service does not index or provide the full text of books, the company said it was talking about the idea of being the host of electronic texts for publishers.

The new Google service parallels in some ways a similar feature that Amazon.com began offering in late October called Search Inside the Book. It enables customers to find books by searching and previewing the content from more than 120,000 books.

The Amazon search capability had led to industry speculation that Amazon might increasingly compete with Google as a general search provider. Google said on Wednesday, however, that Amazon was a partner and that the results page of Google Print directs Google users to three companies: Amazon, Barnes & Noble.com

The search engine is cooperating with publishers and Amazon.com.

and Books-a-Million.

"Google has a partnership with Amazon for both search and for Web search," Ms. Wojcicki said. "The general idea behind Google Print comes from our company mission, which is to provide access to all the world's information and make it universally useful and accessible."

Google executives would not disclose how many book excerpts and reviews were now available nor how many publishers the company was working with. The company also said it did not know how long the experiment would last.

When books are matched during a search, the reference is preceded by the phrase "Book Beta."

"I think there's general interest from the publishers," Ms. Wojcicki said. "We're still trying to figure out what the right solution is for them."

In recent years, book publishers have been increasingly concerned about the potential perils of online publishing, which conceivably makes Napster-style sharing of texts and piracy simple.

Google officials said that they were familiar with the concerns but that they had made no decisions on what a final Google Print service might look like.

Publishers have supplied the electronic data for the initial experiment, the company said. Google does, however, have experience with scanning printed information to permit storing it in electronic form. A two-year-old experiment called catalogs.google.com has scanned and posted online a large number of mail-order catalogs.

Google executives have also discussed with university librarians the possibility of converting library collections into a digital format but they have declined to comment on any plans.

Mutual Fund Ex-Executive Sentenced in Trading Case

Continued From First Business Page

sends a message that obstruction of any regulatory investigation is a serious offense from which the most serious of consequences will flow."

Representatives for both regulators said that their investigations into trading at Alger were continuing.

The sentence surprised many people, including employees at the attorney general's office, according to

***A severe punishment
is seen as incentive for
others to settle.***

people there, because of Mr. Connelly's role in helping Alger recover from the terrorist attacks on the World Trade Center, where the investment company had offices. Twenty of Alger's 24 offices

sentence for his client.

Nine days after the terrorist attack, Mr. Connelly's daughter had an operation on her skull "that went terribly wrong," Mr. Vinegrad said, adding that Mr. Connelly was heavily involved in his daughter's care, including taking her for therapy.

After the sentencing, Mr. Vinegrad said that the outcome was "a horrible tragedy."

"He is a person of extraordinary accomplishment, both professional and personal who made a terrible mistake," Mr. Vinegrad added.

A spokesman for Alger said in a statement that the firm would "remember Jim's contributions to the company, particularly in the wake of Sept. 11."

In documents filed in connection with its settlement with Mr. Connelly in October, the S.E.C. said it had evidence that Mr. Connelly had permitted certain investors to trade in and out of Alger's funds rapidly, contrary to language in the funds' filings with the S.E.C. restricting such trades. In return for allowing those short-term trades, Mr. Connelly



Bloomberg News

James Patrick Connelly Jr., former executive at Fred Alger Management, leaves court in Manhattan yesterday after being sentenced.

even though he knew that one fund, **Veras Investment Partners**, had been allowed to trade after 4 p.m.

A spokesman for Alger declined to comment yesterday on the status of

explicitly prohibiting market timing, he said. Certain limits on trading are described in a supplement to the prospectus, known as the statement of additional information. Shareholders

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GOOGLE IS ADDING MAJOR LIBRARIES TO ITS DATABASE

EXPANDING REACH OF WEB

15 Million Volumes to Be Put in Form That Can Be Easily Searched

By **JOHN MARKOFF**
and **EDWARD WYATT**

Google, the operator of the world's most popular Internet search service, plans to announce an agreement today with some of the nation's leading research libraries and Oxford University to begin converting their holdings into digital files that would be freely searchable over the Web.

It may be only a step on a long road toward the long-predicted global virtual library. But the collaboration of Google and research institutions that also include Harvard, the University of Michigan, Stanford and the New York Public Library is a major stride in an ambitious Internet effort by various parties. The goal is to expand the Web beyond its current valuable, if eclectic, body of material and create a digital card catalog and searchable library for the world's books, scholarly papers and special collections.

Google — newly wealthy from its stock offering last summer — has agreed to underwrite the projects being announced today while also adding its own technical abilities to the task of scanning and digitizing tens of thousands of pages a day at each library.

Although Google executives declined to comment on its technology or the cost of the undertaking, others involved estimate the figure at \$10 for each of the more than 15 million books and other documents covered in the agreements. Librarians involved predict the project could take at least a decade.

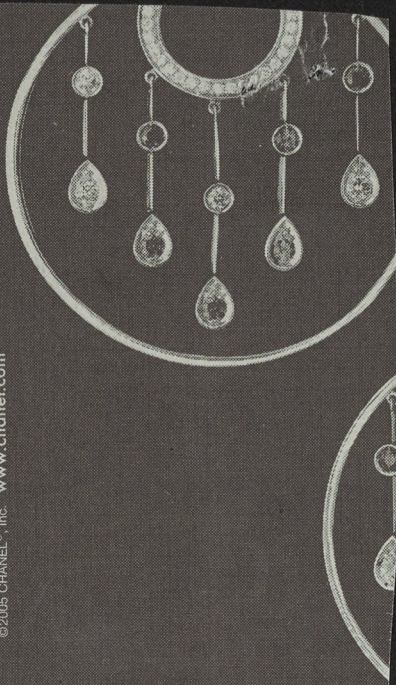
Because the Google agreements are not exclusive, the pacts are almost certain to touch off a race with other major Internet search providers like Amazon, Microsoft and Yahoo. Like Google, they might seek the right to offer online access to library materials in return for selling advertising, while libraries would receive corporate help in digitizing their collections for their own institutional uses.

"Within two decades, most of the world's knowledge will be digitized and available, one hopes for free reading on the Internet, just as there is free reading in libraries today," said Michael A. Keller, Stanford University's head librarian.

The Google effort and others like it that are already under way, including projects by the Library of Congress to put selections of its best holdings online, are part of a trend to

Continued on Page C3

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TECHNOLOGY

Google to Add Top Research Libraries to Database

Continued From Page A1

potentially democratize access to information that has long been available to only small, select groups of students and scholars.

Last night the Library of Congress and a group of international libraries from the United States, Canada, Egypt, China and the Netherlands announced a plan to create a publicly available digital archive of one million books on the Internet. The group said it planned to have 70,000 volumes online by next April.

"Having the great libraries at your fingertips allows us to build on and create great works based on the work of others," said Brewster Kahle, founder and president of the Internet Archive, a San Francisco-based digital library that is also trying to digitize existing print information.

The agreements to be announced today will allow Google to publish the full text of only those library books old enough to no longer be under copyright. For copyrighted works, Google would scan in the entire text, but make only short excerpts available online.

Each agreement with a library is slightly different. Google plans to digitize nearly all the eight million books in Stanford's collection and the seven million at Michigan. The Harvard project will initially be limited to only about 40,000 volumes. The scanning at Bodleian Library at Oxford will be limited to an unspecified number of books published before 1900, while the New York Public Library project will involve fragile material not under copyright that library officials said would be of interest primarily to scholars.

The trend toward online libraries and virtual card catalogs is one that already has book publishers scrambling to respond.

At least a dozen major publishing companies, including some of the country's biggest producers of non-fiction books — the primary target for the online text-search efforts — have already entered ventures with Google and Amazon that allow users to search the text of copyrighted books online and read excerpts.

Publishers including HarperCollins, the Penguin Group, Houghton Mifflin and Scholastic have signed up for both the Google and Amazon programs. The largest American trade publisher, Random House, participates in Amazon's program but is still negotiating with Google, which calls its program Google Print.



Thor Swift

A book is scanned at Stanford University. Google's plans for digital files include the University of Michigan and the New York Public Library.

The Amazon and Google programs work by restricting the access of users to only a few pages of a copyrighted book during each search, offering enough to help them decide whether the book meets their requirements enough to justify ordering the print version. Those features restrict a user's ability to copy, cut or print the copyrighted material, while limiting on-screen reading to a few pages at a time. Books still under copyright at the libraries involved in Google's new project are likely to be protected by similar restrictions.

The challenge for publishers in coming years will be to continue to have libraries serve as major influential buyers of their books, without letting the newly vast digital public reading rooms undermine the companies' ability to make money commissioning and publishing authors' work.

From the earliest days of the printing press, book publishers were wary of the development of libraries at all. In many instances, they opposed the idea of a central facility offering free access to books that people would otherwise be compelled to buy.

But as libraries developed and publishers became aware that they could be among their best customers, that opposition faded. Now publishers aggressively court librarians with advance copies of books, seeking positive reviews of books in library journals and otherwise trying to influence the opinion of the people who influence the reading habits of millions. Some of that promotional impulse may translate to the online world, publishing executives say.

But at least initially, the search services are likely to be most useful to publishers whose nonfiction backlists, or catalogs of previously published titles, are of interest to scholars but do not sell regularly enough to be carried in large quantities in retail stores, said David Steinberger, the president and chief executive the Perseus Books Group, which publishes mostly nonfiction books under the Basic Books, PublicAffairs, Da Capo and other imprints.

Based on his experiences with Amazon's and Google's commercial search services so far, Mr. Steinberger said, "I think there is minimal risk, or virtually no risk, of copyrighted material being misused." But he said he would object to a library's providing copyrighted material online without a license. "If you're talking about the instantaneous, free distribution of books, I think that would represent a problem," Mr. Steinberger said.

For their part, libraries themselves will have to rethink their central missions as storehouses of printed, indexed material.

"Our world is about to change in a big, big way," said Daniel Greenstein, university librarian for the California Digital Library of the University of California, which is a project to organize and retain existing digital materials.

Instead of expending considerable time and money to managing their collections of printed materials, Mr. Greenstein said, libraries in the future can devote more energy to gathering information and making it accessible — and more easily manageable — online.

But Paul LeClerc, the president and chief executive of the New York Public Library, sees Web access as an expansion of libraries' reach, not a replacement for physical collections. "Librarians will add a new dimension to their work," Mr. LeClerc said. "They will not abandon their mission of collecting printed material and keeping them for decades and even centuries."

Google's founders, Sergey Brin and Larry Page, have long vowed to make all of the world's information accessible to anyone with a Web browser. The agreements to be announced today will put them a few steps closer to that goal — at least in terms of the English-language portion of the world's information. Mr. Page said yesterday that the project traced to the roots of Google, which he and Mr. Brin founded in 1998 after taking a leave from a graduate computer science program at Stanford where they worked on a "digital libraries" project. "What we first discussed at Stanford is now becoming practical," Mr. Page said.

At Stanford, Google hopes to be able to scan 50,000 pages a day within the month, eventually doubling that rate, according to a person involved in the project.

The Google plan calls for making the library materials available as part of Google's regular Web service, which currently has an estimated eight billion Web pages in its database and tens of millions of users a day. As with the other information on its service, Google will sell advertising to generate revenue from its library material. (In its existing Google Print program, the company shares advertising revenue with the participating book publishers.)

Each library, meanwhile, will receive its own copy of the digital database created from that institution's holdings, which the library can make available through its own Web site if it chooses.

Harvard officials said they would be happy to use the Internet to share their collections widely. "We have always thought of our libraries at Harvard as being a global resource," said Lawrence H. Summers, president of Harvard.

At least initially, Google's digitizing task will be labor intensive, with people placing the books and documents on sophisticated scanners whose high-resolution cameras capture an image of each page and convert it to a digital file.

Google, whose corporate campus in Mountain View, Calif., is just a few miles from Stanford, plans to transport books to a copying center it has established at its headquarters. There the books will be scanned and then returned to the Stanford libraries. Google plans to set up remote scanning operations at both Michigan and Harvard.

The company refused to comment on the technology that it was using to digitize books, except to say that it was nondestructive. But according to a person who has been briefed on the project, Google's technology is more labor-intensive than systems that are already commercially available.

Two small start-up companies, 4DigitalBooks of St. Aubin, Switzerland, and Kirtas Technologies of Victor, N.Y., are selling systems that automatically turn pages to capture images.

Microsoft Releases a Desktop Search Tool

SEATTLE, Dec. 14 (Reuters) — Microsoft has released a preliminary version of its search tool for finding documents, e-mail messages and other files stored on personal computer hard drives.

The move Monday came as its rivals in the search arena, Google and Yahoo, were also releasing desktop search tools to attract more users to their search-related services.

"Our ambition for search is to

provide the ultimate information tool that can find anything you're looking for," Yusuf Mehdi, corporate vice president for Microsoft's Internet division, said.

Microsoft said it planned to deploy its new tool through a set of different toolbars that could be installed on the Windows desktop, the Internet Explorer browser and within Office Outlook on the e-mail, contacts and scheduling program.

The toolbar suite, which was re-

leased in test mode, can be downloaded from beta.toolbar.msn.com.

Google, the Web's top search engine, released its desktop search tool in October, and Yahoo said last week that its tool would be available in January.

Another search provider, Ask Jeeves Inc., bought the desktop search company Tukaroo Inc. in June and also said it would release a tool for desktop searches some time this month.

THE MEDIA BUSINESS

Advertising | Stuart Elliott

Kiwi shoe polish is so familiar it's nearly invisible. A new campaign aims to change that.

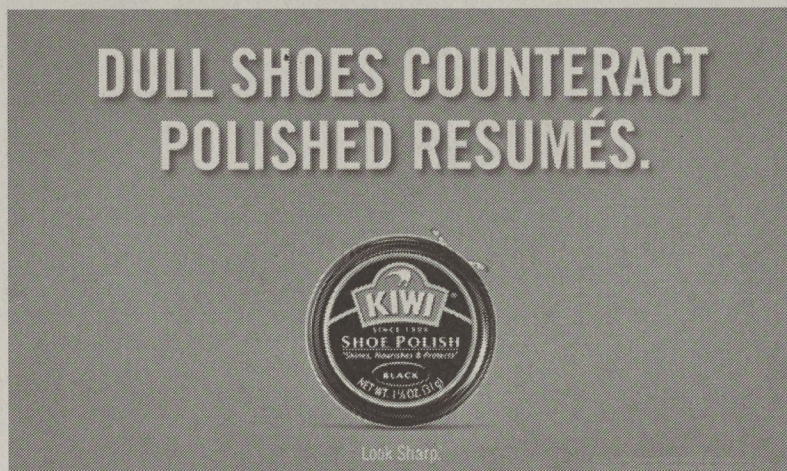
CAN an irreverent campaign help a venerable product named after a flightless bird fly off the shelves?

That is the ambitious goal of the campaign now under way for Kiwi, the line of shoe care products that dates to 1906. Kiwi is sold in almost 180 countries by the Sara Lee Corporation, the packaged-goods giant that also markets brands like Ball Park, Champion, Jimmy Dean and Hanes.

After several years of little or no marketing support for Kiwi, Sara Lee is running print advertisements in a variety of national magazines. The ads, created by the **Richards Group** in Dallas, use sassy humor to try to stimulate demand for the brand. With the Kiwi campaign, which carries the theme "Look Sharp," Sara Lee joins a growing list of companies — among them Brown-Forman, Coca-Cola, Colgate-Palmolive, PepsiCo and Unilever — that are increasing marketing budgets for aging or neglected brands.

The Kiwi ads are printed in bright red, matching the color in the background of the brand's logo, and show a can of Kiwi black shoe paste under snappy headlines. The sardonic tone is reminiscent of campaigns for Cheez-It crackers ("Get your own box") and Dodge ("Grab life by the horns"). The ads intend to persuade consumers, mostly male, to use the Kiwi shoe polish they already have in their homes. That, of course, would lead to more purchases of Kiwi shoe polish, shoe paste and shoe sponges.

The strategy is a familiar one for brands that, like Kiwi, dominate their product categories. Remember the longtime theme for Campbell's soup, "Reach for the Campbell's, it's right on your shelf"? Kiwi is the best-selling shoe care brand in the world and has about 65 percent of that market in the United States, Bob Clark,



A campaign for Kiwi shoe care products uses sardonic humor to get consumers to use the Kiwi polish they already have in their homes.

marketing director for shoe care at the Sara Lee household and body care division in Exton, Pa., estimated.

But such familiarity breeds, if not contempt, then perhaps indifference, particularly in prosaic product categories like shoe care. That is especially true when it costs so much to buy commercial time and advertising space.

Decades ago, there were cam-

Many companies are increasing ad budgets for aging or neglected brands.

paigns galore for ordinary products like hair tonic, gravy, watch bands and — yes — shoe polish, like the jingle for Esquire Boot Polish that promised it "gives your shoes that looking-glass shine." (Esquire, by the way, was acquired by Sara Lee years ago and discontinued.)

"Some people say it's a bygone product for a bygone era," said Rob VanGorden, a principal at Richards, citing the trend toward dressing more casually. But "Kiwi dominates

the category, has positive associations and a rich heritage," he said.

"Although you can find Kiwi in just about every pantry, people only buy Kiwi when they run out," he added. "The real issue is, how do we get them to run out of polish more often?"

Mr. Clark said: "When we spoke to consumers, they said they knew all about taking care of their shoes but were not doing it as much as they used to, even though they're taking care of all other kinds of grooming like their hair. It was not that they don't want to do it, it's just not top of mind."

The result was the print campaign, with a budget estimated at more than \$2 million, which is appearing in 18 magazines with a predominantly or primarily male readership. The jocular approach is meant to slyly nudge men to consider what shape their shoes are in, through irreverent headlines like these:

"The difference between 'Here's my number' and 'Here's my real number.'"

"The distressed look only works for jeans."

"Dull shoes counteract polished résumés."

"Hey. A topical cream that really does make you more attractive."

"Men, your shoes should be polished regularly. Also, your sleeve is

not a napkin."

"Raise your chance of dating a supermodel from 0 to 0.001!"

"Unpolished shoes are the open fly of footwear."

Richards undertook what Mr. VanGorden called a "state of the shoes" exploration, going to bookstores, coffee shops and workplaces, talking to people about their shoes. The research showed that "most men are embarrassed," he said, making remarks like "I was going to polish them tonight" and "Don't take my picture."

"The benefits of polishing your shoes are well known," Mr. VanGorden said, noting that even light users of polish say that having shined shoes is good. "The objective is increasing usage frequency that drives purchase, which is pretty simple, but sometimes simple ideas are what are needed."

Richards is creating the campaign for Sara Lee on a project basis. The Kiwi agency of record remains Grey Worldwide in New York, part of the **Grey Global Group**. The Kiwi brand executives called Richards, Mr. VanGorden recalled, after reading an article in the trade publication *Brandweek* about Chick-fil-A, a Richards client along with brands like Corona, Home Depot and Motel 6.

Chick-fil-A, the fast-food chain, is "an under-\$10 million client," Mr. VanGorden said, but the Kiwi executives said they thought the media spending was \$50 million to \$100 million, based on the ubiquity and popularity of the campaign, which presents cows asking consumers to "Save a cow, eat more chicken."

The Kiwi campaign is running in magazines like *Black Enterprise*, *Car and Driver*, *Cargo*, *Ebony*, *Esquire*, *Men's Fitness*, *National Geographic*, *Newsweek* and *Popular Science*.

There are also plans to create versions of the campaign for ad space in trains and on elevators as well as to put it up on a Web site. Kiwi and Richards would like "to reach men when they're in places they can notice the poor state of their shoes," Mr. VanGorden said, like bars, gyms, health clubs, restrooms and taxis.

ADDENDA

Radio Ad Revenue Increased in October

Radio advertising revenue rose in October for the second consecutive month, the Radio Advertising Bureau in New York reported.

Combined national and local ad revenue increased 1 percent in October from a year earlier, the bureau said.

National ad revenue rose 6 percent, the biggest gain in six months, while local ad revenue fell 1 percent. In September, the combined national and local ad revenue increased 4 percent after declining 1 percent in August.

For the first 10 months of the year, combined revenue grew 2 percent compared with the year-earlier period. Gary Fries, president and chief executive at the bureau, said ad revenue for the full year would probably be modestly higher from 2003.

Philip Greenfield, 49, will become the chief executive of the expanded rmg:connect, which is based in New York. He will leave Brussels, where he has served as chief executive for Europe at OgilvyOne, part of the Ogilvy & Mather Worldwide unit of WPP.

In North America, rmg:connect will absorb connect@jwt, which has offered similar services. Mary Beth Casey, 49, chairwoman of connect@jwt, will become chief operating officer of rmg:connect.

Nelly Andersen will continue to serve as chief executive of rmg:connect for Africa, Europe and the Middle East, based in London.

Omnicom Executive To Retire at Year's End

Thomas W. Watson, the vice chairman of the **Omnicom Group** in New York, who had an important role in

People

• **Andrew Semons** was named director for strategic services at Doremus, New York, part of the **Omnicom Group**, assuming some duties that had been handled by **Jeff DeJoseph**, vice chairman and chief strategy officer, who left during the summer. Mr. Semons had been senior partner and group director for strategic planning at Ogilvy & Mather Worldwide, New York, part of the **WPP Group**.

• **Marcus Kemp** was named vice chairman and chief creative officer, a new post, at the Atlanta office of BBDO Worldwide, part of the **Omnicom Group**. He had been a global creative director for the Intel account at Euro RSCG Worldwide, New York, part of Havas.

• **Jim McKinnis** was named chief creative officer for North America at Rapp Collins Worldwide, part of the **Omnicom Group**, succeeding **Martin**

Symantec Said To Be in Talks For Veritas

Continued From First Business Page

data backup, storage and archiving.

According to the market research firm IDC, the company has 40 percent of the market for backup and archiving software, compared with Computer Associates International's 19 percent and EMC's 12 percent. In the market for file system software, which stores and organizes data files, Veritas is the market leader by an even wider margin, with a 60 percent share.

Last year, Veritas had revenue of \$1.75 billion. The company operates in about 40 countries and employs

In Amazon's Text Search, a Field Day for Book Browser

NYT Nov. 6 '03

By LISA GUERNSEY

DAVID SMITH, a product manager in Seattle, knows of the hubbub surrounding Amazon.com's new feature, Search Inside the Book. The service, introduced two weeks ago, allows people to do keyword searches within the text of books before buying them. Predictions about the future of books have been swirling in the air ever since.

Will people stop buying books, since they are now able to view and print the pages they want without paying for them? Will they buy more books, because they will be better able to find what they need? What will happen to that time-honored tradition of standing for hours in the library or bookstore, thumbing through page after page?

Interesting questions, Mr. Smith agreed. But something else prompted him to Search Inside the Book. He had spent futile hours trying to recall the title or author of a pulp novel that he had read more than 10 years ago. All he could remember, he said, was that it was an action adventure set in Antarctica. He had tried Google. He had browsed catalogs of titles and authors. He had nearly given up.

"But today," he wrote in an entry on his blog (www.nonfamous.com) two weeks ago, "I searched for 'antarctica seal marines invisibility' (yes, the book did touch on all these plot points!) and found 'Ice Station' as the sixth search result. Brilliant!"

He clicked to his Amazon "wish list," filled it with other books by the same author (an Australian writer named Matthew J. Reilly) and told his friends to go there before Christmas.

The impact of Amazon's new service may well mean profound changes for the book industry. Or it may lead to nothing more than a blip in buying behavior. But for now, if you are a book lover or researcher, you may, like Mr. Smith, be having a field day just trying out the service.

Type in your name and watch it appear in an obscure footnote. Hunt down a familiar quotation and read it in context. Resurrect books whose title and author long ago escaped the memory. Or try to figure out why Jeffrey P. Bezos, the chief executive of Amazon, is so interested in the rockets called resistojets, the example he gave in introducing the service. (Maybe it has something to do with another Bezos venture, a space research company; Amazon will not say.)

So far, the full-text search applies to 120,000 books from 190 publishers. The numbers are small, given that large research libraries, say, often house more than a million volumes, and the list excludes some of the most popular books, like the "Harry Potter" series published by Scholastic. But Steve Kessel, Amazon's vice president for media products, said the number of books was comparable to what is available in most bookstores.

Some users are impressed. "It's a lot better than using a search like Google," Mr. Smith, who works for a data software company called Insightful, said in a telephone interview. "It's just limited to books, which makes it useful." Books, often mourned for their absence in today's type-and-find research, may have their day in the sun again.

Troy Johnson, a reference law librarian at Creighton University in Omaha, plans to

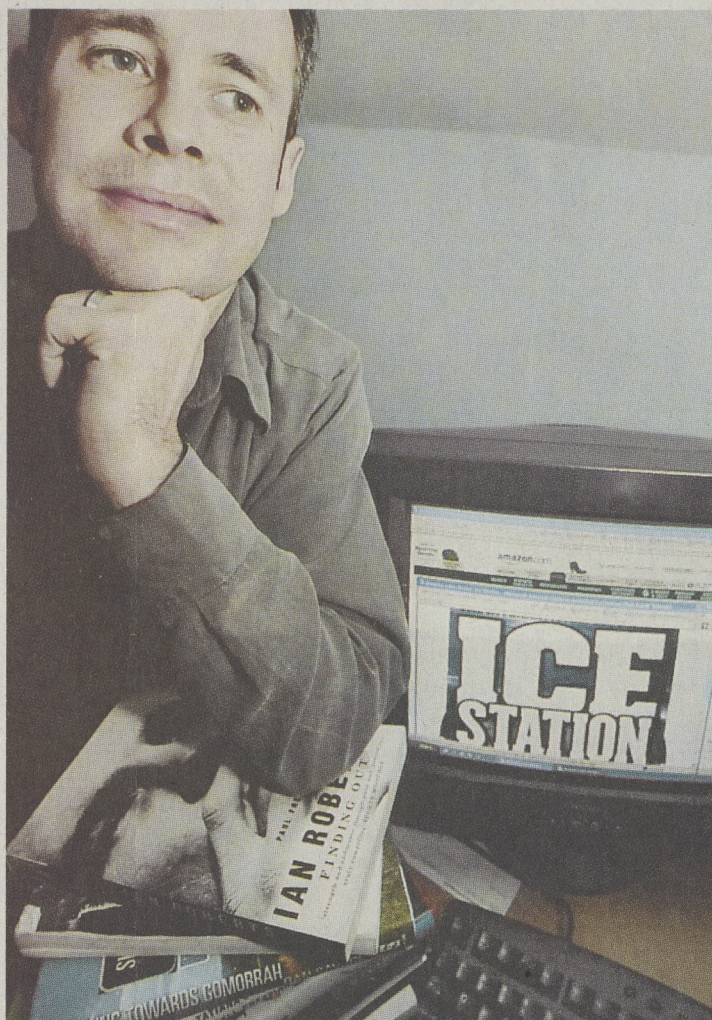
Will reading page after page online encourage sales, illicit copying, or simply a lot of 'Eureka!' trivia searches?

use the feature to impress his patrons. He wants to see the look on their faces when he points them to the exact pages that answer their questions. "Should look good when I tell someone, 'On Page 45 of book xyz they talk about your subject,'" Mr. Johnson wrote last week in an online forum. "Librarians should think of how they can exploit this tool."

But while such a vision may lead people back to books, it does not necessarily mean they will buy them — especially if they are in a library a few blocks away.

Mr. Smith's wish list, for example, may make him a good customer in the long run, but he is also using the tool in a way that may be less palatable to publishers: he discovered a "Dilbert" book that had been scanned in as part of Amazon's new service. Now he fills a few minutes of free time each week flipping through the pages online, reading cartoons without paying for them.

In an interview, Mr. Johnson predicted that such practices would cause some book publishers to pull out of the Search Inside feature. Intellectual property that can fit on one or two pages, like poetry, recipes, tips



Anna Mia Davidson for The New York Times

FOUND IT David Smith of Seattle used Amazon's Search Inside the Book feature to identify Matthew J. Reilly's "Ice Station," a book he liked but whose title and author he had been unable to recall.

from travel books, and encyclopedia entries, may tempt people to read them from home without paying.

Mr. Kessel of Amazon said that no publishers had pulled out of the program and that 37 new ones had expressed interest. But Amazon said that 15 authors had asked to have their books extracted from the service. In one case, reported by The Seattle Times, Avalon Travel Publishing contacted its 140 writers to explain the program and offer to remove the books of those declining to take

part. Bill Newlin, the publisher, said in an interview that 10 authors had asked that their books be withdrawn and several dozen had explicitly asked to remain in the program.

Until last week, users could print pages too, but Amazon shut off that feature so that a printout will now show a blank space where the book's text had been. (Of course, people are already talking about how savvy users with screen-grab software may get around that restriction.) Amazon has also said that it will limit any reader to viewing

20 percent of a book's pages in a given month, although it is not clear how the company would prevent people from logging in under multiple names or from different computers; Amazon declined to discuss security measures. "If a student just needs six to eight pages of a law book," Mr. Johnson of Creighton said, "I could see a student doing a screen capture and printing from that."

But Amazon does not appear to be too worried about it. It says that sales of books with Search Inside features have grown faster than sales of its other books.

Some have speculated that the search tool will become useful in niche applications but no more than a novelty to people in search of a novel that matches their mood and is intended to be read as a whole.

Steven J. Gordon, founder of AllReaders.com, expects that people looking for, say, a mystery set in a romantic place will continue to go elsewhere. (He hopes his own Web site might be one of those places. AllReaders offers a free search service built on a database of details like characters, plot and setting; it includes references to more than a million books and movies.)

"When you liked a book recently, was it because it had a certain word in it used over and over?" Mr. Gordon said. "No. You liked it because of certain traits or themes or characters."

But there is something tantalizing about keywords, too, especially when they can be merrily appropriated to play the citation game.

That's the latest fetish of Timothy Noah, a columnist at the online magazine Slate. Mr. Noah delights in calling Search Inside the Book the greatest time-waster since the dawn of the Guinness Book of World Records. Twice last week he used the service to see how many times the names of famous people were cited in Amazon's subset of books. "Deities score especially high," he wrote. "The somewhat generic word 'God' gets 94,190 hits, while 'Jesus Christ' scores 23,016 and 'Buddha' yields 11,074."

As it happens, several services similar to Amazon's already exist. Patrons of libraries that subscribe to services like Ebrary and netLibrary have offered free online access to tens of thousands of scanned books for a year or more. And users of those services can usually view and print as much of the book as they want. With the time to waste, they could even have embarked on the same deity hunt.



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of buttons and a query window that sits within the Internet Explorer browser, has become a big hit, with millions of people using it each day. Last summer it attracted even more users when Google added a pop-up blocker to the toolbar's features, effectively filtering the unsolicited advertisements that appear along with many Web pages.

"Google Toolbar is great for stopping pop-ups," one user in a public news group on Microsoft wrote late last month. On the same day, a toolbar fan in a forum on freeware crowded, "Up to 2,190 pop-ups blocked!" Dozens of similar postings can be found across the Internet.

But Google's pop-up blocker (toolbar.google.com) and others like it are having unintended consequences for some Web designers. Over the years, growing numbers of

These legitimate pop-ups — like calendar updates, deadline notices and explanations of new navigation features — enable designers to alert visitors to news without substantially revising the home page.

But today many such pop-ups never see the light of day. "Visitors will load a site that is supposed to have a 'Welcome' message and they won't even know that they missed it," said Greg Franseth, the manager of Web services at the University of Kentucky. Recently, he said, many graduate students at the university failed to learn about a major schedule change that was posted on a Web page for the engineering college "because they didn't get the pop-up."

Google's software is designed to alert users unobtrusively whenever a pop-up is being blocked by flashing quick starbursts of yellow near the user's cursor and in the toolbar. It

flashes on a page and notices that a pop-up has been blocked, there is no way to retrieve that pop-up to see what was missed.

Solid numbers on how many people have installed pop-up blockers are hard to come by, but in the past year large Internet service providers like EarthLink, America Online and MSN have offered the software to their customers. Dozens of stand-alone blocking software products can be downloaded free, or for a small fee, from the Web.

Web site designers are resigned, at least for now, to the loss of the pop-up window as a tool. "At this point, designers just have to abandon unsolicited pop-ups," said Thomas Brunt, president of OutFront, a site for Web developers (www.outfront.net).

But even then they may face other problems. While blockers like Goo-

gle in a new browser window. Sites with windows that open after a visitor has clicked on or run a mouse over a link can be unusable by those who have installed such blockers.

Mr. Franseth and his staff are now busy redesigning the University of Kentucky's Web pages by changing their source code to incorporate updates directly instead of using pop-up windows — while also trying to alert students about the risks of some blocking software. Web-developing sites like Outfront and www.sitepoint.com are peppered with chatter about how to cope with the proliferation of blockers.

"I blame the advertisers and porn sites," Mr. Franseth said. "It's yet another situation where a perfectly good technology has been rendered useless because someone out there has decided to abuse it."

INCOMING

Quixotic Inventions

To the Editor:

Re "Ideas Unlimited, Built to Order" (Oct. 30), in which some prominent people suggested what they would like to see invented:

How curious that the musician Moby, of all people, wants recreational drugs that are both nontoxic and nonaddictive. For eons mankind has been getting healthy highs from music. For many, what finer transcendence could one expect than that obtained by submitting oneself to the spells wrought by Bach, Beethoven, Schubert, etc.?

The benefits accrue: under the influence of my 22-year-old son, this 60-year-old has recently developed a fascination with Moby's beautifully hypnotic compositions; indeed, I find I'm rather addicted to them.

ROBERT A. BARON
New Rochelle, N.Y.

To the Editor:

Re "Ideas Unlimited, Built to Order" (Oct. 30): The "cat finder" sounded like a great idea at first. But trying to type with my own feline sprawling from my desk onto the top of my hands on the keyboard makes me wish for a "cat transporter" — something that would, at the push of a button, gently send him to a far cor-

ner of the house, where he'd likely fall sound asleep until hunger or boredom sent him back meowing my way.

JOHN KINGERY
Cincinnati

To the Editor:

This idea is hardly unique to me and may even exist for emergency vehicles, but how about a gizmo to turn traffic lights green ahead of you?

And my favorite: wouldn't it be great to hear — say for 20 or 30 seconds — what the other person says about you and your conversation immediately after you hang up the phone?

HAL D. SAFFELL
Westerville, Ohio

Rewarding Apple Loyalty

To the Editor:

"Apple's Latest 0.1 Adds a Lot" (State of the Art, Oct. 23), about the 10.3 version of the Mac OS X operating system, known as Panther, hits the nail on the head when it asks whether devoted Apple users are frustrated by having to pay \$130 for a new upgrade every year.

As a proud 17-year Macintosh user who has never owned a Windows machine (nor wanted to), I constantly brag about the distinct advantages of

Apple computers and the Mac operating system to anyone who will listen. But Apple alienates users like me when it doesn't give us any break on pricing over first-time users who are just discovering Apple, or overly cautious Apple users who have yet to convert from version 9, even though OS X was introduced three years ago.

Is it so hard for Apple to offer System 10.2 owners a Panther upgrade price of, say, \$80 to \$90? Something, anything — a gesture to reward the good word-of-mouth that helps them stay in business.

ZACHARY KNOWER
Brooklyn

Stifling Patent Laws

To the Editor:

Re "Nipping at the Heels of a Celebrated Scooter" (Oct. 16): Trevor Blackwell's belief that he constructed his own home-built version of the Segway scooter under an exemption in patent law involving research to advance the art is, unsurprisingly to those who know patent law, good sense and completely wrong. There is no such exception in patent law, which has become, like copyright, trademark and all other so-called intellectual property law, frighteningly overbroad and bad for science in

general.

There certainly should be an experimental exception to patent law, and many have advocated an exception for research, academic or experimental purposes. However, the Court of Appeals for the Federal Circuit, unfortunately the sole court responsible for patent law, has limited the exception to activities conducted "for amusement, to satisfy idle curiosity, or for strictly philosophical inquiry."

That court has added that if there is the "slightest commercial implication," then it constitutes patent infringement. This, of course, is disastrous for the nation's scientific progress, since an experiment that lacks even the slightest profitable consequences is one unlikely to receive financing.

MICHAEL H. DAVIS
Cleveland

The writer is a professor of law at Cleveland State University.

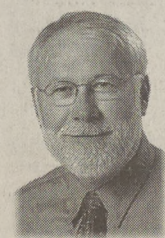
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INSIDE THE TIMES

Web log is a service to readers, a challenge to a veteran journalist

MICHAEL R. FANCHER

Seattle Times executive editor



One minute Tom Brown was celebrating his 20th anniversary at The Seattle Times and the next he was taking on yet another new as-

signment, something completely different for him and the paper.

But doing something new is old hat for Brown, who attended Edmonds High School and the University of Washington. Even before he started at The Times in 1983, his experience included jobs young journalists dream about.

For United Press International, he worked in San Francisco, Anchorage, London, Moscow and Helsinki. He'd worked for the Anchorage Daily News, The Press-Enterprise in Riverside, Calif., The Sacramento Bee and Los Angeles Herald Examiner, doing everything from reporter to metro editor and editorial-page editor.

He had written pieces for The New York Times Magazine, The Christian Science Monitor, London Observer, Newsday, The Washington Post, Newsweek and Life. He had won national awards for a series of articles on the environmental impact of the trans-Alaska oil pipeline and been a fel-

low at Stanford University.

By the time he returned to Seattle in 1983 he'd pretty much done it all, but he was just getting started. He began as night city editor, was promoted to associate city editor, then special-projects editor. He oversaw three stories that were finalists for Pulitzer Prizes: Hanford Nuclear Reservation, the Saga of the Pacific Salmon and an investigation of the Green River killings.

In 1988 he asked for a change and took on the role of Pacific Rim reporter. Five years and untold travel miles later, he moved back into editing as politics editor.

Not long after that, we created a position of reporter/coach for computer-assisted reporting. That morphed into an assignment helping bring a new computer-editing system into the newsroom, which morphed again into being a software analyst. I think a software analyst sees to it that technology works for journalists, rather than the other way around.

So, after all of that, what could we possibly come up with that would be new? It's a Web log, which is sort of an online personal journal. Called "Battle Lines," it is part of a special online section at www.seattletimes.com.

The section, "Conflict with Iraq," provides breadth, depth and immediacy beyond the pages of The Times. "Battle Lines" offers links to even more information

and opinions, as well as providing an interactive forum.

"I view these Web logs, or blogs as most wired folks call them, essentially as a way to facilitate understanding," Brown says. "Rather than doing any reporting myself, I'm trying to identify threads in the news that seem worth following, then trying to locate Web sites that have something useful to say about them."

"The longer sections I write are basically kind of a synopsis of what I've found on a particular topic, intended to encourage people to check out some information or opinion they may not have encountered."

"If I can show visitors to our site the way to a number of different points of view on something as serious as war, it seems to me like an important public service. And if there is a war, I think the blog site will be useful in keeping people up to date during hours when we don't publish by trying to find the best stories about breaking events."

"Another way I think the blog can add to our regular coverage is by taking readers to material that just doesn't show up in the paper. This can include everything from original documents and think-tank reports that are just too long for us to publish to some of the bottomless well of commentary that's on the Web."

Editors thought Brown was uniquely qualified for this role. "His experience — years as a reporter overseas, a stint as our political editor, and his technical expertise — gives him a powerful toolbox to bring to this challenge," said David Boardman, assistant managing editor for business, sports and investigative news.

"As we've seen in its first week, Tom's blog will be a place for readers to go to get a fresh, informed and evenhanded perspective on what's being said and reported on the U.S.-Iraq situation. They will find links to both pri-

mary documents and to quality reportage, sorted by the skilled hand of a seasoned journalist," Boardman added.

Brown says, "This assignment came out of the blue. It seemed to me that it would be a great opportunity to learn something new, which is always a good thing to do. So far, I'm really enjoying it."

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Sue Irvine until Doug, nearing 60, lost
others, face a future they had not imagined.



Bush to tell U.K., Spain: Time to end diplomacy

Address to nation may come tomorrow

BY MIKE ALLEN
The Washington Post

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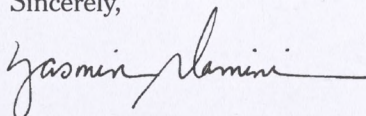
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IDEAS & TRENDS

Have Hope, All Ye Who Enter Here

By NOAM COHEN

CONTRIBUTORS to Wikipedia have wondered aloud lately if — perish the thought — they are running out of topics. The obvious articles, low-hanging fruit like “China,” “Moses” and “Homer Simpson,” have been written and rewritten hundreds of times. There are more than 2.8 million articles on the English version of Wikipedia alone. Already looking back, Wikipedia this month got its first serious memoir, “The Wikipedia Revolution,” by Andrew Lih, an early Wikipedian (yes, that is what they call themselves), who writes about how “a bunch of nobodies created the world’s greatest encyclopedia.”

But these concerns seem misplaced — Wikipedia can no more be completed than can New York City, which O. Henry predicted would be “a great place if they ever finish it.” In fact, with its millions of visitors and hundreds of thousands of volunteers, its ever-expanding total of articles and languages spoken, Wikipedia may be the closest thing to a metropolis yet seen online.

Like a city, Wikipedia is greater than the sum of its parts; for example, the random encounters there are often more compelling than the articles themselves. The search for information resembles a walk through an overbuilt quarter of an ancient capital. You circle around topics on a path that appears to be shifting. Ultimately the journey ends and you are not sure how you got there.

Wikipedia articles can send you down unlikely alleyways in two ways. First, there are links that direct you to the same article in another language, a trippy experience that sheds light on a culture. Spend time in German Wikipedia, and you find jazz musicians like Thelonious Monk with articles far longer than those written in their own language; you may also come upon odd areas of deep interest, like “pecherel,” the extraction of resin from trees — no English equivalent provided — and 15 different tools needed for the job.

Second, at the bottom of most articles, there are the categories — impromptu neighborhoods, or perhaps civic organizations, that bind together the virtual encyclopedia. There are unsurprising ones, like “Jewish comedians,” found at the bottom of the Jerry Seinfeld article; and then there are the quirky kind, like this one I stumbled upon: “Literary devices playing with meaning.” It was in the latter category that I came upon the article “Mondegreen,” which describes the phenomenon of mishearing song lyrics, which led to “Soramimi,” a Japanese term for hearing lyrics in foreign languages as Japanese phrases, which led to the discovery that the heavy metal band Metallica has a line in “Enter Sandman” that frequently is heard by Japanese as “Let’s go to Chiyoda Life Insurance.” Which led to...

It is a tale of spontaneous organization and achievement. Until recently, Wikipedia was able to operate on a budget of less than \$3 million a year. Today it is still only \$7 million, all donations and grants. No advertising, no sugar daddy. A rags-to-rags story of world domination in information that could only have happened in the Internet age.

In “The City in History,” Lewis Mumford tried to explain how cities came to be: “In the earliest gathering about a grave or a painted symbol, a great stone or sacred grove, one has the beginning of a succession of civic institutions that range from the temple to the astronomical observatory, from the theater to the university.”

In its seven years of existence Wikipedia has become one of the top 10 global Web sites. It has many fewer visitors than Google, yes, but it is in shouting distance of Amazon and eBay, with more

than 60 million Americans visiting in January. Hundreds of thousands of people — some anonymous, some using pseudonyms, others exactly who they say they are — have thus far come together to collaborate.

A single article, say about the Mumbai attacks last year, can have more than 1,000 contributors. Their discussions on how best to write the article can occupy pages, all guided by one of Wikipedia’s founding principles: “Assume good faith.”

Wikipedia encourages contributors to mimic the basic civility, trust, cultural acceptance and

Wikipedia mimics the basic civility, trust and self-organizing of a city.

self-organizing qualities familiar to any city dweller. Why don’t people attack each other on the way home? Why do they stay in line at the bank? Why don’t people guffaw at the person with blue hair?

The police may be an obvious answer. But this misses the compact among city dwellers. Since their creation, cities have had to be accepting of strangers — no judgments — and residents learn to be subtly accommodating, outward looking.

Mumford elaborates: “Even before the city is a place of fixed residence, it begins as a meeting place to which people periodically return: the magnet comes before the container, and this ability to attract nonresidents to it for intercourse and spiritual stimulus no less than trade remains one of the essential criteria of the city, a witness to its essential dynamism, as opposed to the more fixed and indrawn form of the village, hostile to the outsider.”

The marvel of Wikipedia — and cities — is that all the intercourse and spiritual stimulus don’t make living there impossible. Rather, they are exactly what makes living there possible.

Mr. Lih at one point enlists the urban reformer Jane Jacobs to back up this point. For him, urban stability is replicated through the transparency of wikis — every change ever made at Wikipedia (every discussion as well) is recorded. Ms. Jacobs, he writes, “argued that sidewalks provided three important things: safety, contact and the assimilation of children.” She may as well have been talking about wikis, he says: “A wiki has all its activities happening in the open for inspection, as on Jacobs’s sidewalk. Trust is built by observing the actions of others in the community and discovering people with like or complementary interests.”

It is this sidewalk-like transparency and collective responsibility that makes Wikipedia as accurate as it is. The greater the foot traffic, the safer the neighborhood. Thus, oddly enough, the more popular, even controversial, an article is, the more likely it is to be accurate and free of vandalism. It is the obscure articles — the dead-end streets and industrial districts, if you will — where more mayhem can be committed. It takes longer for errors or even malice to be noticed and rooted out. (Fewer readers will be exposed to those errors, too.)

Like the modern megalopolis, Wikipedia has decentralized growth. Wikipedia adds articles the way Beijing adds neighborhoods — whenever the mood strikes. It is open to all: the sixth-grader typing in material from her homework assignment, the graduate student with a limited grasp of English. No judgments, no entry pass.

One of Wikipedia’s governing principles is N.P.O.V. (neutral point of view), in much the same way Venice or Amsterdam or New York City in

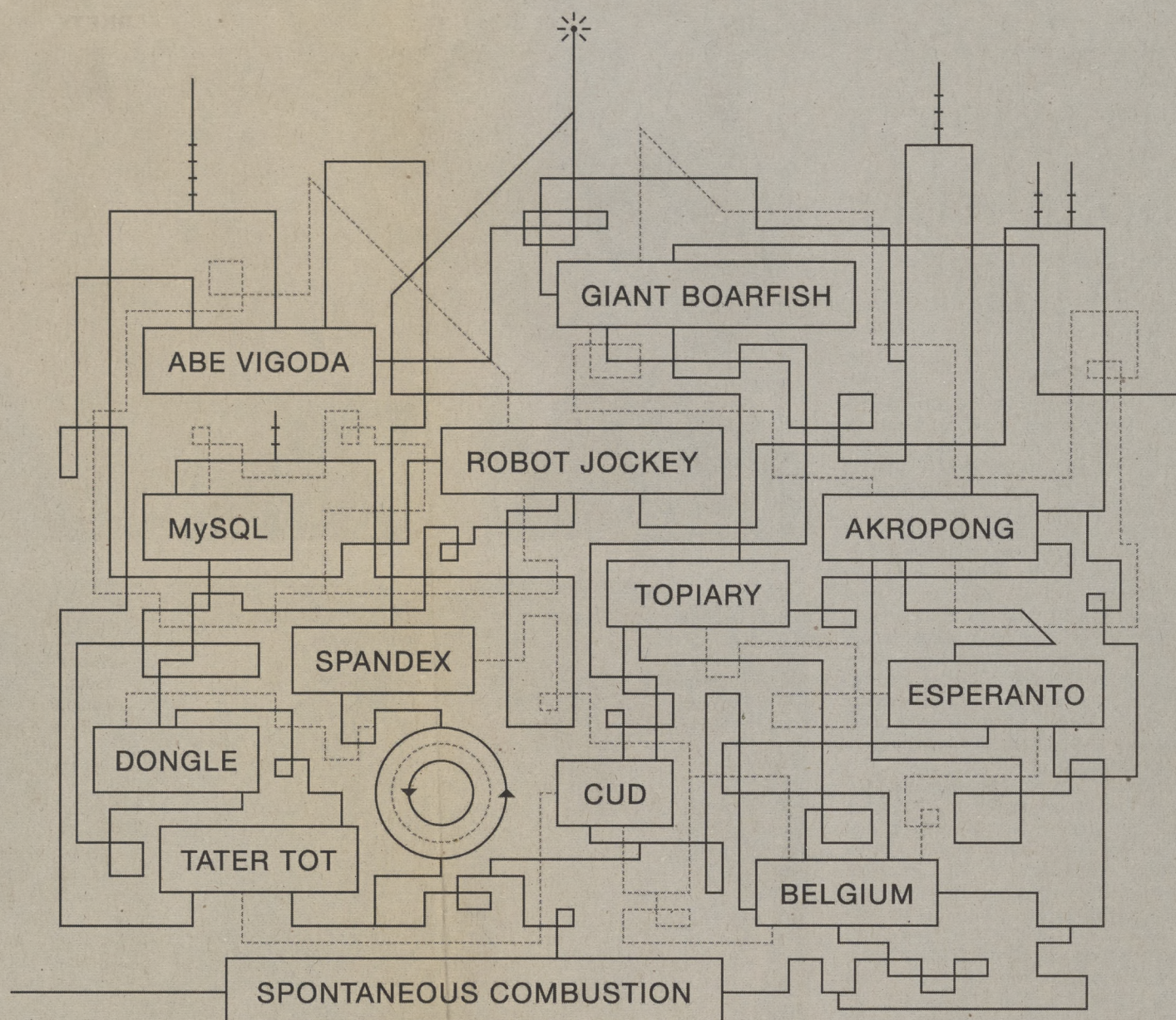
their heyday were uninterested in the religious, ethnic or political fights rampaging across the world. They, like Wikipedia, were polyglot homes for all who arrived on their shores.

But perhaps the most convincing argument for Wikipedia as an urban outpost on the Internet is the deep unease — even anger — it engenders. Alone among the miraculous and destructive creations of the Internet — Google, Facebook, Flickr, eBay — Wikipedia can cause the professional classes to seethe. Or run away fast, arms flailing.

People don’t treat ineffectual inventions as taboo — that is reserved for things like evolution, alcohol or, yes, cities. And just as the world has had plenty of creationists, temperance societies and ruralists, there is a professional class of Wikipedia skeptics. They, too, have some seriously depraved behavior to expose: Wikipedia represents a world without experts! A world without commercial news outlets! A world lacking in distinction between the trivial and the profound! A world overrun with facts but lacking in wisdom!

It’s all reminiscent of the longstanding accusations made against cities: They don’t produce anything! All they do is gossip! They think they are so superior! They wouldn’t last a week if we farmers stopped shipping our food! They don’t know the meaning of real work!

This argument represents a true clash of ideas. It is clear from Mr. Lih’s account that nearly every time Wikipedia has come to a fork in the road where the project could have chosen to impose more restrictions on who could edit what — even insist on a bit of expertise — it has chosen not to. That has made all the difference. The vindication of those choices — by Wikipedia and cities — is proved each time some yokel overcomes his fear and decides to make a visit and stay awhile.



PETER AHLBERG

Among Climate Scientists, a Dispute Over ‘Tipping Points’

By ANDREW C. REVKIN

THE language was apocalyptic. Last month, a leading climate scientist warned that Earth’s rising temperatures were poised to set off irreversible disasters if steps were not taken quickly to stop global warming.

“The climate is nearing tipping points,” the NASA climate scientist James E. Hansen wrote in The Observer newspaper of London. “If we do not change course, we’ll hand our children a situation that is out of their control.”

The resulting calamities, Dr. Hansen and other like-minded scientists have warned, could be widespread and overwhelming: the loss of untold species as ocean reefs and forests are disrupted; the transformation of the Amazon into parched savanna; a dangerous rise in sea levels resulting from the melting of the mile-high ice sheets in West Antarctica and Greenland; and the thawing of the Arctic tundra, which would release torrents of the greenhouse gas methane into the atmosphere.

But the idea that the planet is nearing tipping points — thresholds at which change suddenly becomes unstoppable — has driven a wedge between scientists who otherwise share deep concerns about the implications of a human-warmed climate.

Environmentalists and some climate experts are increasingly warning of impending tipping points in their efforts to stir public concern. The term confers a sense of immediacy and menace to potential threats from a warming climate — dangers that otherwise might seem too distant for people to worry about.

But other scientists say there is little hard evidence to back up specific predictions of catastrophe. They worry that the use of the term “tipping point” can be misleading and could backfire, fueling criticism of alarmism and threatening public support for reducing greenhouse gas emissions.

“I think a lot of this threshold and tipping point talk is dangerous,” said Kenneth Caldeira, an earth scientist at Stanford University and the Car-



DAMIEN CORRELL

Will the planet change gradually as it warms, or face sudden disasters?

negie Institution and an advocate of swift action to reduce carbon dioxide emissions. “If we say we passed thresholds and tipping points today, this will be an excuse for inaction tomorrow,” he said.

While studies of climate patterns in the distant past clearly show the potential for drastic shifts, these scientists say, there is enormous uncertainty in making specific predictions about the future.

In some cases, there are big questions about whether climate-driven disasters — like the loss of the Amazon or a rise in sea levels of several yards in a century — are even plausible. And even in cases where most scientists agree that rising temperatures could lead to unstoppable change, no one knows where the thresholds lie that would set off such shifts.

Nevertheless, the use of the tipping point concept has intensified recently, as the Obama administration and Congress work on legislation to curb greenhouse gas emissions and the world’s nations negotiate a new climate treaty.

In reports released this month, both the World Bank and the United Nations Environment Program focused on tipping points as a prime concern. And last year, a team of European scientists published an influential paper in the Proceedings of the National Academy of Sciences compiling what is known and not known about various climatic tipping points — including the loss of summer sea ice around the North Pole and worrisome changes in the West African monsoon.

The authors said they wanted to reduce the chance that “society may be lulled into a false sense of security by smooth projections of global change.”

On the other hand, the United Nations Inter-

governmental Panel on Climate Change, in its influential 2007 report, expressly avoided specifying tipping points and instead concluded simply that the gradient of risk for a host of “large-scale discontinuities” increased with each degree of warming.

Dr. Hansen defends the use of the term tipping point and said that it accurately depicts some probable consequences of unchecked global warming. There is abundant evidence, he says, that rising temperatures can have an abrupt, calamitous and “nonlinear” effect on glaciers and ecosystems.

“I assure you that nonlinear systems exist,” Dr. Hansen said. “Ice sheets really do disintegrate. Documented sea-level rises of 4 to 5 meters per century exists — that was nonlinear collapse. Ecosystems also can collapse.”

He said that in discussing global warming, he refers not only to tipping points but to more general threats and that he was “not sure where the confusion about tipping points comes from.”

But other scientists, who study the response to climate change of polar ice and tropical forests, said that they saw scant evidence of runaway disruption.

For example, the idea that recent sharp retreat of summer sea ice around the North Pole has now taken on its own momentum has been challenged recently in papers by the earth scientists John S. Wettlaufer of Yale and Ian Eisenman of the California Institute of Technology. They contend that thin ice floes have the capacity to regrow quickly as summer ends, balancing out the melting that occurs as sunlight hits and heats dark open water.

More generally, Dr. Wettlaufer has stressed the importance of being “caustically honest about what we know and don’t know.”

As policymakers try to address the risks facing the planet from a warming climate, some experts worry that focusing on tipping points and thresholds will perpetuate paralyzing debates over specifics — and obscure the reality that decisions need to be made, even in the face of uncertainty.

“It would be far better to spend less time musing over tipping points,” said Christopher Green, an economist who studies energy and climate at McGill University.

“Whether the probability is high, medium, or low, I think the response is the same: climate cannot be stabilized without an energy technology revolution,” he said. “One way or the other, we just need to get busy.”

Dot Earth

Join a discussion of climate risks at the Dot Earth blog:
nytimes.com/dotearth

THE WORLD

English-Speaking Capitalism On Trial

From Page 1

the harshest in Western Europe. The Brown government has committed tens of billions to the recapitalization of Britain's banks and a raft of stimulus measures, pushing its budget deficit to levels unknown since World War II without any sign yet that the economy's plunge has been slowed.

But Mr. Brown has a plan, set out at the briefing. His goal at the G-20 meeting is to make a start on reforming, and eventually saving in more regulated form, the model of the Anglo-American free-market system. It is a plan that Mr. Brown hopes will give Canary Wharf a place in history somewhat like Bretton Woods, the New Hampshire resort where, in July 1944, the United States and Britain led other nations in creating the International Monetary Fund, the first of a group of international organizations that became the pillars of the postwar international system.

In many ways, the new order was the legacy of Franklin D. Roosevelt and Winston Churchill, embodying the common beliefs in freedom that had bound the wartime alliance, as they had infused the wider bonds between what Churchill called "the English-speaking peoples" since the flowering of liberal thought in the 17th and 18th centuries.

Just as Roosevelt and Churchill shared that bond, so, now, do Mr. Obama and Mr. Brown. Both men, reacting to events on Wall Street, in the City and in other financial centers, have spoken, with unaccustomed asperity, of the greed and irresponsibility of bankers, hedge-fund managers and others who, the two men have as much as said, have betrayed the system and come close to wrecking it.

Now, the conviction that the system must be rebuilt to curb future excesses forms a starting point for the reforms that will come under discussion in London. Like Mr. Brown's, President Obama's message to his own compatriots has focused on ways of revitalizing the system, often to the exasperation of those among their supporters who would favor more radical measures.

Even as both men have embarked on enormous increases in public-sector spending, they have maintained that solutions to the crisis lie in reawakening the markets and recapitalizing the banks, rather than having the government take them over, and in placing financial institutions under closer supervision rather than tearing at the system's foundations. And both, when they respond to public anger at the private sector, have seemed more geared to managing that anger than stoking it.

Still, Mr. Brown may not have strengthened Washington's confidence in him as a partner with his habit of tailoring his remarks to popular predilections on opposite sides of the Atlantic. In New York and Washington, he has been lionized for his pathfinding decision last fall to recapitalize Britain's banks, a step later followed by the Bush and



Partners Roosevelt and Churchill cast the postwar mold; Bill Clinton and Tony Blair extended its triumph in the late 1990's; now Barack Obama and Gordon Brown defend it.

Obama administrations. He has responded by emphasizing Britain's close ties to America, and the two countries' responsibility to lead in reforming the system they gave the world. He frequently mentions his summer vacations on Cape Cod.

But at home, and on his visits to Continental Europe, the prime minister seems, as often as not, to cast America as the villain. In response to a wave of opposition demands that he apologize for his failings as chancellor of the exchequer, he has insisted that Britain's financial woes, and the world's, came "from America," as though Britain was as much a victim as it was a perpetrator of its ills through the venality of its own financial institutions and its failures of regulatory oversight.

Speaking to the European Parliament last week before flying to New York, he flattered legislators by saying that "we in Europe are uniquely placed to lead the world" in meeting the challenges of remaking the world's economic system, not only

because the union's 500 million people constitute "the greatest and biggest single market in the world," but because of European moral sensibilities. Without mentioning the United States, he implied that the moral contagion that has afflicted market economies ran counter to a common European belief that "liberty, economic progress and social justice advance together, or not at all."

As chancellor, Mr. Brown celebrated the "light touch" regulation of the City of London under which American banks and investment houses flocked to build up their London operations. He appeared, to his critics on Labor's left, to have accepted a Faustian deal under which the unbridled excesses of the City were tolerated because they generated windfall tax revenues that allowed Labor to splurge on public sector spending.

But in Strasbourg, France, the prime minister seemed to fall back on his roots as the son of a Scottish preacher, and as a student politician of the radical left, focusing on the demons that detractors believe are inherent in the capitalist system. Eu-



rope, he told the legislators, had learned the truth that "riches are of value only when they enrich not just some communities, but all." He added: "As we have discovered to our cost, the problem of unbridled free markets in an unsupervised marketplace is that they can reduce all relationships to transactions, all motivations to self-interest, all sense of value to consumer choice and all sense of worth to a price tag."

If the implication was that Gordon Gekko-style greed was an American contagion, Mr. Brown is far from alone in Europe. Among some of those who worked through the boom years in the City of London, the moment when matters began to get out of hand under the international financial architecture that began to take shape at Bretton Woods can be dated to the collapse of the Soviet Union. One result, these people now say, was an American triumphalism that translated, in the financial world, to the kind of free-for-all Mr. Brown spoke about in Strasbourg.

Not that London needed encouragement. The Big Bang that liberated financial institutions in the City had come in 1986, sweeping away the cobwebbed traditions of centuries and putting London, at last, in a position to compete with, and in some cases outmatch, Wall Street's most aggressive practices. The genteel if not downright sleepy practices of post-imperial Britain gave way to what one British banker from that era described as the end of Anglo-American capitalism, and the beginning of a more virulent "American-Anglo" form.

"We were star struck — the American way had become more glamorous," said George G. Blakey, a stockbroker who has written a book on the history of the London Stock Exchange. "This was the beginning of globalization, and this new American culture swept away everything I had been accustomed to."

Now, a wave of voices around the world would like a new Big Bang to sweep away the Bretton Woods template and the era of Anglo-American dominance it ushered in. Prime Minister Vladimir Putin of Russia has suggested as much, to nobody's great surprise, and even France's otherwise pro-American president, Nicolas Sarkozy, has said the "Anglo-Saxon" presumption of dominance should be abandoned.

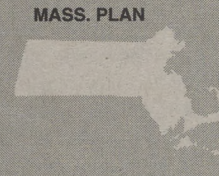
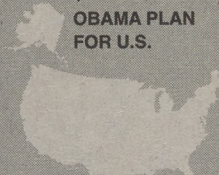
Against this background, what the British and American leaders will be attempting at the G-20 conference, along with their partners from around the world, will be to begin building a new global financial system that curbs the rampant and often conscienceless free-marketeering of the past 20 years with a new sense of accountability and restraint, but without extinguishing the spirit of enterprise that arrived in America with the Pilgrims who landed at Plymouth Rock.

It is a task some have likened to rebuilding an aircraft in midflight, and on its success may depend the future well-being of much of the world's population of 6.5 billion, not to mention the fragile political prospects of Mr. Brown.

THE NATION

One State's Lesson on Health Care: Don't Rush the Cure

What Massachusetts Has Done, What Obama Has Proposed

	Who's insured	Who's subsidized	Mandate to insurers	Business contribution	Private insurance	Efforts to control costs
MASS. PLAN 	All adults must have insurance (with exemptions for those deemed unable to afford it) or pay fines of up to \$1,068.	State subsidies help the working poor — those with incomes up to three times the poverty level — afford commercial policies.	Accept all applicants regardless of age or health status.	Businesses with at least 11 employees must contribute to their workers' health care or pay a \$295 fine per worker.	A Commonwealth Connector serves as a transparent insurance marketplace for those who do not qualify for subsidized coverage.	Merged the small-group and individual insurance markets to bring down costs; now the state is exploring revamping medical payments so that they reward high-quality care rather than merely the quantity of care provided.
OBAMA PLAN FOR U.S. 	Coverage for children would be required, but not for adults.	Federal subsidies would help the working poor afford coverage, with one option being a new government insurance plan.	Accept all applicants regardless of age or health status.	All but the smallest businesses would be required to contribute to their employees' health care, but thresholds and amounts have not been determined.	A connector, or clearinghouse of some kind, would help people comparison shop and find affordable policies.	Would slow the growth of health costs by subsidizing the expansion of electronic medical records, supporting research into the effectiveness of medical procedures, and linking payments to prevention and the proper management of chronic disease.

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ommendations from a state commission charged with reinventing the payment system so doctors and hospitals are rewarded for preventive care rather than the quantity of treatment they provide.

Health policy experts differ about how much one state can do. However, they agree that misplaced financial incentives are responsible for tremendous waste in American medicine, contributing to premiums that have grown this decade at four times the rate of inflation.

Yet, even now, the lawmakers and strategists behind the Massachusetts plan strongly defend their incremental approach. Only by deferring the big decisions on cost containment, they said in recent interviews, was it possible to build a consensus among doctors, hospitals, insurers, consumers, employers and workers for the requirement that all residents have health insurance.

The coalition held last year, when Mr. Patrick and the Legislature spread the pain in filling a deficit in the state's new subsidized insurance program. It will now be more seriously tested by attempts to change the payment system, but the gamble is that stakeholders are now so invested they cannot back away.

The times and the politics are different in Washington, where the recession has convinced both parties that cost containment cannot wait. But by addressing costs and access simultaneously, the White House and Congress risk alienating key interest groups from the get-go.

"When you start talking about cost, you create winners and losers and that leads to a political challenge," warned Andrew Dreyfus, executive

vice president of Blue Cross and Blue Shield of Massachusetts.

Universal coverage should itself bring down costs over the long run by preventing chronic disease and reducing the amount of non-urgent care provided in emergency rooms. But it requires increased government spending in the form of subsidies for those who cannot now afford coverage.

Under Mr. Obama's framework, half the cost of providing those subsidies would be raised through tax increases on top earners. The rest would come from savings wrung from the health system. That level of savings may prove elusive, as the estimates attached to many of the proposals to cut costs, like expanding electronic record-keeping and improving management of chronic conditions, are considered highly speculative.

The designers of the Massachusetts plan stress the importance of distributing the burden evenly and deferring at least some of the discomfort until the benefits of expanded coverage can be seen.

Jon M. Kingsdale, director of the Commonwealth Health Insurance Connector Authority, which oversees the new subsidized coverage program, suggested that Congress pass legislation to expand access while delegating cost-control decisions to a commission. Like the military base-closing commissions of the past, it would make recommendations that would be subject to an up or down vote.

"The concept," Mr. Kingsdale said, "is to sequence reform in some way to do the really hard thing, which is expanding access, before we do the nearly impossible thing, which is containing costs. We don't want to end up holding 50 million unin-

sured hostage to cost containment."

John R. Sasso, a longtime Massachusetts political strategist who represented the state's largest insurer and largest hospital network in 2006, said that moderation and gradualism had been critical.

"My experience has been that if you start out trying to design the perfect plan you will fail," he said. "The goal has got to be to deal with all the levers that affect cost and access and quality but to

Obama aims to lower costs, but Massachusetts focused first on expanding access.

not overreach in any of those areas. Everybody had a certain responsibility but not so onerous, not so tough on the front end, that it would cause people to lose faith in the prospect of covering everybody."

Among the initiatives already generating heat in Congress is Mr. Obama's proposal to create a new government insurance plan that would provide subsidized coverage to the working poor. Insurance companies say they fear that they would not be able to compete, and that consumers would eventually migrate to public plans, creating a backdoor government insurance system.

Massachusetts did not create such a plan, choosing instead to offer subsidies that make commercial policies more affordable. Diane Archer, co-director of the Health Care for All Project at the left-leaning Institute for America's Future, questioned whether that put enough competitive pres-

sure on insurers. "If we want to bend that cost curve down, it's through the public option that we're going to do it," she said.

But those on the right cite the success of Mr. Kingsdale's Commonwealth Connector in negotiating commercial insurance contracts that will leave premiums flat in the coming fiscal year (following a nearly 10 percent increase in costs this year).

"The Connector has worked without any need for a public plan option and the dangers it brings," said Douglas Holtz-Eakin, who served as a top domestic policy adviser to Senator John McCain's Republican presidential campaign.

Although health reformers in Massachusetts acknowledge that the fiscal and political landscape in Washington is profoundly different, there is broad agreement among them about the importance of mandating coverage for adults. That provision is supported on the federal level by Democratic leaders like Senators Max Baucus of Montana, chairman of the Finance Committee, and Edward M. Kennedy of Massachusetts, who leads the Health, Education, Labor and Pensions Committee.

The insurance lobby has said that if Washington required coverage for all, it would end the practice of denying coverage to those with pre-existing health conditions. To sweeten the pot, major insurers announced last week they also would be willing to not base premiums on a patient's health status.

If history is a guide, the success of health reform may depend on whether the White House and Congress can give interest groups enough to keep them on board. By tackling cost at the same time as access, they have made their political challenge more difficult.

Google to Offer Print-Archives Searches

By JOHN MARKOFF

SAN FRANCISCO, Sept. 5 — Google plans to announce on Wednesday that it is offering a service that will permit Internet users to search through the archives of newspapers, magazines and other publications and uncover material that in some cases dates back more than 200 years.

The new feature, to be named Google News Archive Search, will direct Google searchers to both paid and free digital content on publishers' Web sites, but will not directly generate revenue for Google.

Google would not state how many publishers were taking part in the new service, for which Google has independently indexed material from online databases and will display the results both as part of standard searches and through a new archive search page (news.google.com/archivesearch). However, it announced a number of partners including The Wall Street Journal, The New York Times, The Washington Post, Time, Guardian Unlimited, Factiva, Lexis-Nexis, HighBeam Research and Thomson Gale.

In contrast to Google's book scanning project, which has led to legal skirmishes with some publishers over copyright issues, some of the partners involved with the new service said they had been pressing Google to offer access to their archives for several years.

The databases included in the service are part of what some have called the "dark Web" because they

cannot be "spidered," or indexed, by standard search engines and so have not been accessible through them.

"We have been asking Google and other search engines to please spider our content for some time," said Patrick Spain, chief executive of HighBeam Research, a digital content library based in Chicago.

Some of HighBeam's 3,300 publications and 40 million documents will be available free, while in other cases users will see just the headline and the first 600 characters of a document. To see the whole thing, users must be subscribers to the firm's

How the new database will generate revenue for Google is an open question.

service, which costs either \$20 a month or a \$100 annual fee.

"This symbolizes a major moment," said Allen Weiner, a research director at Gartner, a market research firm. Google has reached an accommodation with the content companies that will benefit both sides, he said.

In a number of cases the entire archive of publications like Time and The Washington Post will be reachable via a Google search. Time's en-

tire database is already freely available and supported by advertising. The magazine made its archive, consisting of 4,300 issues and 300,000 articles dating back to 1923, available free through www.time.com last month.

With some publications, including The New York Times and The Washington Post, searchers will be sent to Web sites where they will be able to buy individual articles.

Google executives said that the archive service would not generate revenue directly and that the company did not yet know how it would make money from it.

"We're not focusing on monetization yet," said Anurag Acharya, a distinguished engineer at Google who helped develop the service. "This is new territory for us."

The new service is not encyclopedic, Mr. Acharya said, but instead presents users with a representative list of relevant articles that are arranged in a timeline fashion. The service tries to offer a pointer to the time period that is most relevant to the search query. For example, in the case of the search phrase "moon landing," an arrow points the user to 1969.

Mr. Weiner of Gartner said he expected Google to link the archive service to its Google Checkout payment system. In the future, he said, video archives are almost certain to be added.

"They have to convince CBS News to make Edward R. Murrow available," he said.

Silicon Valley To Receive Free Wi-Fi

By MATT RICHTER

SAN FRANCISCO, Sept. 5 — A consortium of technology companies including I.B.M. and Cisco announced plans Tuesday to build a wireless network that would provide free Internet access to big cities in Silicon Valley and the surrounding region as early as next year.

The project is the latest in a breed of wireless networks being built across the country, taking advantage of the benefits of providing high-speed Internet access over radio waves instead of cable or telephone lines.

The project will cover 100 miles in 38 cities, including San Jose, Clara, Alameda and Contra Costa Counties, an area with 1.5 million residents. Its build-out is expected to be complete by 2008. Silicon Valley is the service's first test market. The wireless access will be provided at a megabit a second, a speed comparable to a telephone line. Equipment needed to bring the service to life will be provided by the consortium.

The fee for the service will be \$10 a month, and the consortium is expected to bring in \$100 million in revenue from the service.

Feet

Hubs for Life Sciences

and neighboring Cambridge expand as research cen-
and is rising for laboratory space.

C8



A Major Oil Find in the Gulf of Mexico C7

Free Wireless for Silicon Valley Region C2

Options Scandal Could Cost \$500 Million C4

< Bud Beer Gets Its Own Web TV Channel C4

Business Day

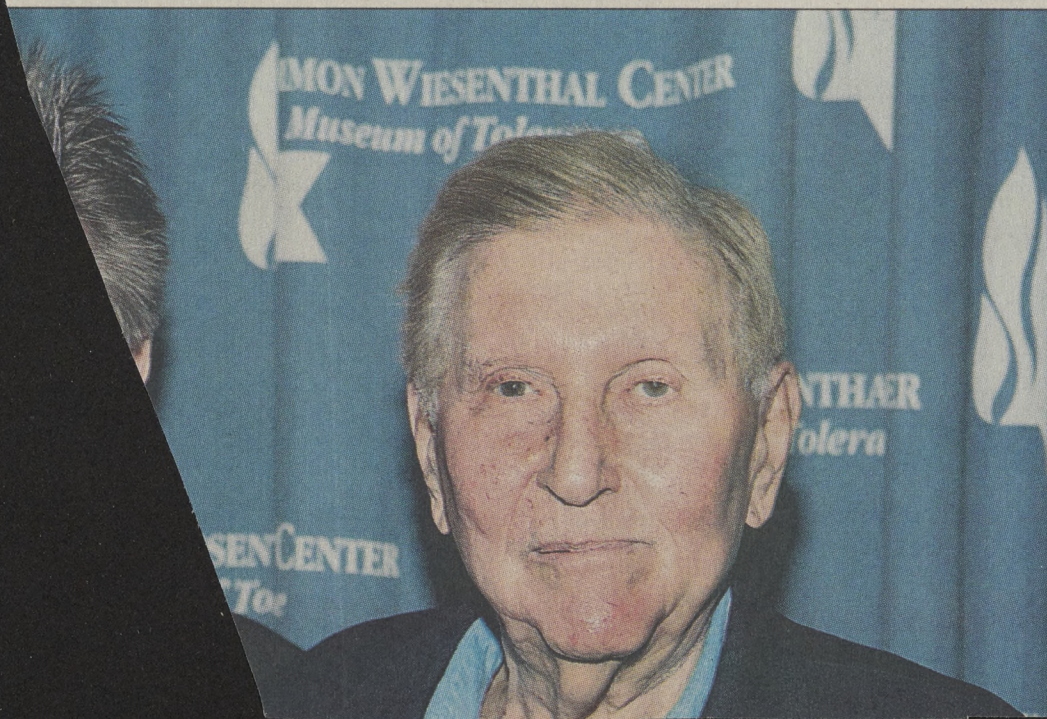
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WEDNESDAY, SEPTEMBER 6, 2006

The New York Times



Intel to Cut Work Force By 10,500

By JOHN MARKOFF
and LAURIE J. FLYNN

SAN FRANCISCO, Sept. 5 — Intel, the world's largest chip maker, moved Tuesday to revamp its business as it seeks to reverse a slide in its market share and its profit. The two-year effort will reduce its work force by 10 percent and cut \$5 billion in costs.

Intel insisted that the spending reductions would not affect major projects now planned to build next-generation factories. "These actions, while difficult, are essential to Intel becoming a more agile and efficient company, not just for this year or the