hancement of existing ones. Strong leadership on the part of the president and the academic deans is essential to successful response to decline.

Other topics include evaluation of programs and their discontinuance, the negotiation of institutional mergers, the effects of program contraction on the faculty, enrollment management, state funding, state budgets, and retrenchment, and public policy toward private institutions.

Higher education expanded in the 1960s to meet society's demand for broader access to college and university education and training. Formerly a privilege, higher education was transformed into a right and governmental support was generous. As demand and resources shrink, higher education is faced with the need to scale down its size. This book offers advice, solutions, and strategies for doing just that. While the size of the total enterprise shrinks, an agenda for growth emerges. The SREB has provided a basic book for faculty, administrators, and government officials to use in making the inevitable choices relating to retrenchment and to expansion.—*Beverly P. Lynch, University of Illinois at Chicago.*

Norman, Adrian R. D. *Electronic Document Delivery: The ARTEMIS Concept for Document Digitalisation and Teletransmission.* White Plains, N.Y.: Knowledge Industry Publications, 1982. 226p. $45. LC 81-20774. ISBN 0-86729-011-0.

Electronic document delivery is a subject receiving increasing amounts of attention in the library community in recent years. The existence of large bibliographic databases containing many locations for millions of titles coupled with the growing usage of numerous subject-oriented information retrieval systems that make users and potential users aware of books and articles have created an expanding demand for improved delivery of the intellectual content of a work, if not the original format itself. Reference librarians and interlibrary loan librarians know all too well that the bibliographic databases stimulate an expectation in the user, who too often is disappointed because the material located in the wink of a flashing cursor must wend its way through significant obstacles to arrive in days or weeks or months instead of in hours or less.

Adrian Norman, of the Arthur D. Little Company, an internationally known management consulting firm not unfamiliar with libraries, was a team leader for a project carried out for the Commission of the European Communities, which has had a guiding hand in the development of EURONET and its first offspring, DIANE (Direct Information Access Network for Europe). The project is called ARTEMIS or "Automatic Retrieval of Text from Europe's Multinational Information Service." The tendency to draw upon mythology for acronyms is a pleasant custom, which deserves some attention on this side of the Atlantic.

ARTEMIS is a delivery-service concept to supplement DIANE, the information service. It envisions printing out at local terminals pages of scientific and technical documents requested via a large-scale interconnected computer system through EURONET. Some documents, principally journal articles, would be loaded directly into the system from previously encoded text coming from publishers. The intent is that capturing the text in machine-readable form as early as the author's transfer of thought to "paper" is a sound economic advantage for all parties. Other documents, some current and some retrospective, would be scanned using newly available digitalizers that capture data electronically in digital form from hard copy. While some documents would be scanned based on expected demand for them, others would be scanned only when requested. Scanning is much more expensive than receiving and storing text already in machine-readable form.

The book, which is costly ($45) for its size and content, is divided into two parts. The first is a long executive summary hitting the highlights of the ADL report, which concludes that ARTEMIS is feasible. The second part consists of ten appendixes, which delve fairly deep into technical specifications. This is a technical book for the average librarian, but is technically shallow for the systems designer trying to build a better mousetrap. In other words,

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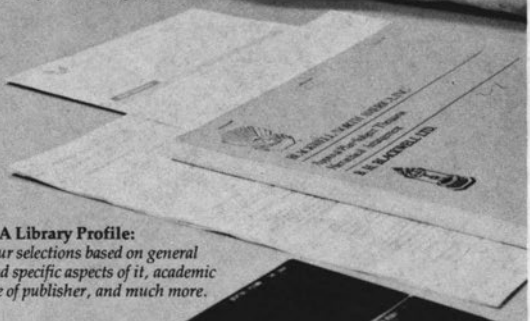

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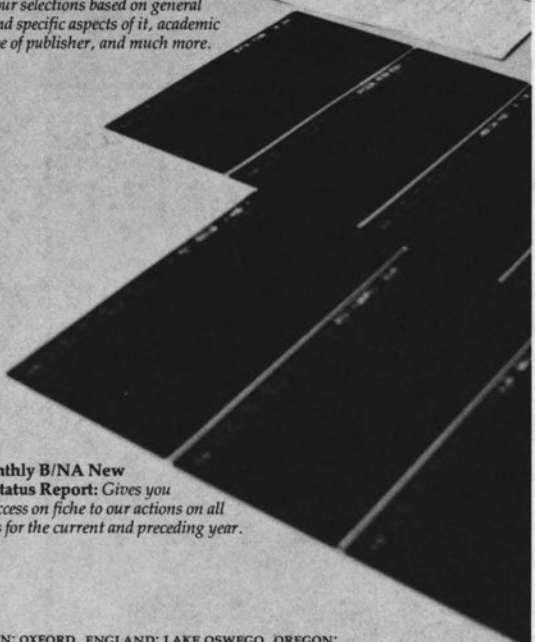

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it does not address either set of questions well.

It scrupulously avoids tackling the question of copyright by stating that this was to be omitted by direction of the commission. This issue is, of course, central to any discussion of electronic document delivery. However, there is a fair amount of cost detail, which is stated in terms of European currency units, which allows for recalculation into U.S. dollars. By carrying through their figures, I was able to determine that the ARTEMIS system might be operated for roughly the same cost as today's document delivery, but with a substantial reduction in the average delivery time.

In summary, the book has its useful points and it does do what the dust-cover blurb says, "It takes us one step closer to the ultimate goal of information on demand."—*Donald B. Simpson, Director and Chief Executive Officer, The Center for Research Libraries, Chicago, Illinois.*

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"Popular Culture and Libraries." Wayne A. Wiegand, issue editor. *Drexel Library Quarterly*, V.16, no.3 (July 1980). Philadelphia, Pa.: Drexel University, 1980. 99p. $6. ISSN 0012-6160.

During the past century there has been a continual increase in the quantity and diversity of popular culture produced for mass distribution. Every new communications technology has been used for the manufacture and distribution of yet more artifacts designed to distract, amuse, delight, or otherwise engage the attention of the consumer. People of all ages and from all walks of life—be they rich or poor, young or old—have displayed before them the glittering, glamorous, exciting, seductive possibilities of modern media. There is no indication that this is going to change in the near future. One area of popular culture production may decline (e.g., the current decline in the production of popular music recordings), but the gap is quickly filled by some new diversion.

Do any of these artifacts have any redeeming features? Do they enhance life or degrade it? Do any of them belong in the library? These are interesting questions, and they are important. But the fact is that the culture of the United States is predominantly a popular culture, and this is something that no librarian is ever going to change. For those librarians who remain unconvinced of this, the work in hand provides cogent arguments for taking popular culture very, very seriously. Throughout, there is a pervasive assumption that we are dealing with materials and services that are not just important to libraries, but are central to the function of the library in the modern world. Because of its nature and its role in life, popular culture is, ipso facto, a necessary part of the library's programs.

In his introduction, the editor rationalizes the need for the library's involvement with popular culture on the basis of some of his own experiences and on the works of Brenda Dervin and Herbert Gans. The core of the argument is that popular-culture artifacts acquire meaning only within the lives of the people who experience them. The point is this: any evaluative criteria that do not take into account