University of Arizona West gave the library and the Center for Writing Across the Curriculum (CWAC) an exciting opportunity to play what they hoped would be a substantial role from the outset in a course that might prove to be a campuswide model. However, as Carolyn R. Johnson and her colleagues write, when the course began, librarians found that the class time they had negotiated had been pared down and that students began overwhelming library staff with questions about basic business concepts and critical thinking aspects of the course assignments. Because CWAC staff were facing similar problems with the course, the two units collaborated to make a case with management school faculty for giving both units a stronger role in the course and for making major revisions in the assignments. Because they planned their exposition of the problems carefully and collaboratively, the two units gained the respect of the management faculty and achieved the changes they wanted.

Sharon Mader’s stimulating paper presents content as well as individual and group activities from her active learning workshop, “Collaborative Leadership for Learning.” She began with discussions of librarian/teaching faculty role expectations and how librarians can contribute to successful collaborations. At the core of her message, however, is the distinction between managing and leading. She follows this distinction with a discussion of team-centered leadership and praise for the skills and qualities instruction librarians have developed that make them natural candidates for leadership roles.

The volume concludes with brief identifications of the authors and with a sketchy, unhelpful index.

It is regrettable that there was such a time lag between the delivery of the papers (June 1996) and their publication in this volume. Some of the projects described were planned or first initiated as early as 1993, and many libraries have moved past some of the technological issues discussed. Still, the volume is well worth reading for instruction librarians looking to expand their impact on the curriculum. There is substantial value in the program ideas, instructional design concepts, practical tips and techniques, and the authors’ pervasive enthusiasm for instruction.—Glenn Ellen Starr Stilling, Appalachian State University.


This series of seven carefully selected essays assembled by Robin Myers and Michael Harris explores the many aspects of the relationship between printing history and the history of medicine. The essays are grouped around the book’s thematic axis, and cover topics ranging from the passions of book collectors to the ailments of printers. This is an essential addition to a collection intended to support research in the history of the book. It is equally important to collections in the history of medicine.

Originally presented as conference proceedings, the papers in this text combine to form part of the Publishing Pathways Series. The conference, organized through the University of London’s Birkbeck College, featured well-qualified librarians and historians from the United Kingdom who presented in-depth scholarly research. Each essay presents a con-
cise treatment of its own, individual sub-
ject; together, the papers constitute an in-
troduction to the history of medicine and
its relationship with publishing.

In their rather brief introduction, Har-
riss and Myers comment on the ties be-
tween medicine and the book trade, and
the dearth of materials already available
on the subject. Although this analysis
warrants an expanded treatment, it does
not receive it in this volume. Instead, the
editors look at the origins of the confer-
ence and summarize the included essays.

Michael Harris’s opening essay, “Print-
ers’ Diseases: The Human Cost of a Me-
chanical Process,” addresses the profes-
sional aspects and practical side of the
relationship between printing and medi-
cine by exploring the health risks faced
by printers in the nineteenth century. The
knowledge that various ailments arose
from contact with printing type was not
new to the industry; however, this exami-
nation is timed to coincide with the rise
in interest in occupational health and
medicine. Two appendices and a map
supplement Harris’s essay.

“Pills and Print,” by Peter Isaac, opens
by citing the long-established relationship
between printers and pharmacists, not-
ing that John Newbery was equally in-
volved in patent medicines and children’s
books. Isaac goes on to assert that the
print medium was primarily responsible
for the spread of proprietary medicines,
noting that “the worlds of patent medi-
cines and books came together in at least
three ways: advertising, distribution, and
manufacture.” This is seen to the greatest
effect in the advertising of patent medi-
cines in testimonials, handbills, and
newspapers. Isaac documents several in-
stances where printers joined forces with
manufacturers of proprietary medicines
to aid in their distribution.

Vanessa Harding’s “Mortality and the
Mental Map of London: Richard Smyth’s
Obituary” is an in-depth analysis of a
manuscript resembling a bill of mortal-
ity. Smyth, who lived in London during
the seventeenth century, maintained
records of the deaths of all his acquain-
tances, many of whom were involved in
the printing and publishing trade.

In “Medical Incunabula,” Lotte
Hellinga takes a look at early printed
books. Hellinga, who edited the Incun-
abula Short Title Catalogue (ISTC) for a
dozen years, explains her methodology
for selecting the items she analyzes, de-
scribing them as addressing anything
having to do with the well-being of man-
kind. She notes that just over one thou-
sand of the more than 27,000 Incunabula
in the ISTC database fall into this category.

The next two papers focus on the ac-
cumulation of historical scientific and
medical books. In “Between the Market
and the Academy: Robert S. Whipple
(1871–1953) as a Collector of Science
Books,” Silvia De Renzi attempts to illus-
trate the rise of scientific books as a popu-
lar collecting theme by an examination of
Whipple’s collecting patterns. This con-
cise study incorporates a biographical
sketch of the subject and a discussion of
what it meant to be collecting scientific
texts in the early years, as well as their
ties to medicine. De Renzi completes this
study with a look at the interaction be-
tween collectors of science books them-
tselves and concludes with a glimpse of
dealer–buyer interactions.

John Symons studies another signifi-
cant collector in “‘These Crafty Dealers’:
Sir Henry Wellcome as a Book Collector,”
tracing his career for nearly forty years.
Symons looks at Wellcome’s methodol-
gy, the disposition of his books during
the collector’s lifetime, and the coopera-
tion of his assistants and book scouts in
building one of the greatest historical
medical collections in the world. He
places Wellcome in historical context and
chronologically analyzes Wellcome’s col-
collecting practices and philosophy, recog-
nizing his distrust of booksellers.

Roy Porter analyzes a different aspect
of the hazards of book production in his
paper, “Reading: A Health Warning.”
Through a series of quotes and anecdotes,
he provides a humorous look at ailments
beyond the expected eye troubles attrib-
uted to reading, including cholera, mad-
ness, and other implausible diseases. He has located a plethora of quotes to illustrate these sometimes-outlandish claims.

All of the individual essays contain copious references that will aid the reader in further study of this discipline. The editors have supplemented the essays with an index that, though extremely useful, focuses primarily on proper names. Overall, *Medicine, Mortality, and the Book Trade* will make a solid addition to collections focusing on the history of the book or medicine, and makes for informative and interesting reading to anyone interested in this subject.—Lois Fischer Black, The New York Academy of Medicine.

**Nardi, Bonnie A., and Vicki L. O’Day.**


What should ordinary people do when faced with the rapid growth of technology, from the Internet to cloning, with its potential to dramatically change society and our lives? Bonnie Nardi and Vicki O’Day address this significant question in *Information Ecologies*. Their answer, in short, is “using technology with heart.”

Nardi, a researcher at AT&T Labs—Research, has previously published two books related to human–computer interactions. O’Day was formerly a researcher at the Xerox Palo Alto Research Center and is now a graduate student in anthropology. Their book is divided into two major sections: The first is a theoretical interpretation of technology and is composed of six chapters; the second contains a conclusion and six case studies, including a case study of library services.

In the first section, the authors review and criticize two views and three metaphors of technology. The authors hold the middle ground against two extreme views of technology, namely, technophilia and dystopia. The technophile view accepts new technology uncritically whereas the dystopian view rejects new technology blindly. Both views assume the inevitability of technology. The three metaphors are technology as tool, text, and system. Both the tool metaphor and the text metaphor enhance our understanding of certain aspects of technology, yet neither of them captures technology’s totality. The system metaphor is very close to what the authors propose; however, in comparison with the authors’ own ecology metaphor, the system metaphor does not distinguish among local settings. Locality is one of the essential attributes of the ecology metaphor; it is in various local settings that “individuals have an active role, a unique and valuable local perspective, and a say in what happens” regarding the use of technology.

Information ecology, which has much in common with biological ecology, is defined as “a system of people, practices, values, and technologies in a particular local environment.” (Note that the word ecology used here does not denote an academic study or discipline such as sociology or psychology. Rather, it means a unit, a community, and a system.) Thus, a library is an information ecology; a hospital is an information ecology. According to this definition, most of the units (factories, families, business offices, etc.) in the developed countries today are information ecologies. People, with their moral and social values and who participate locally in the use of technology, are the primary agents in information ecologies. Their active participation and engagement has a great impact on technology. Technology’s inevitability is, therefore, a myth.

An important aspect of active participation is the asking of the right questions. The book urges people to ask more why questions about technology instead of merely pursuing how questions because the former are more valuable. For instance, the question, Why should we use this technology? is much more important than the question, How do we implement this technology?

Of particular interest to librarians is that Nardi and O’Day have convincingly argued the important role played by librarians in the new information age. They