

EDITORIAL

In and Beyond This Issue

We begin this issue with the paper by Chen and Chang, which first points out that transmission of data relating to serial subscriptions is of significance but a laborious work to scholarly publishing community. The development of ONIX for serials has served as a technical relief of libraries' subscription. This paper examined the current status and future effect of ONIX serials standard and revealed that ONIX application for communicating serial subscriptions is a crucial factor for its success.

Tsay and Chang are interested in the phenomenon of self-citation and its effect on the journals of Information and Library Science. Using 53 journals listed in Journal Citation Report of SSCI database, they investigated and compared the self-citation characteristics of different journals from many aspects. The research results revealed there is no correlation between self-citing and self-cited rates; as well as no correlation between each of these two kinds of self-citation and other citation data, either. Consequently, a journal including more articles with high self-citation does not suggest that this particular journal will be more possibly self-cited. The finding proved worthwhile for journal evaluation and citation analysis researchers to reconsider the varied effects of self-citation on different subject areas.

Liu and Shu look at the effectiveness of the use of electronic resources in university libraries. To examine cases in which readers/students show real demands to electronic resources, the Gap Analysis Model was applied. The model can offer appropriate promotion and marketing strategies for services offering in university libraries. The authors surveyed 500 undergraduates in May 2007 and reached 85% effective samples. The face value of this finding implied that libraries must integrate electronic resources, cooperate with other institutions, meet the needs of diversified users, and change demands from the users.

He and Wang propose what IBM terms the "Service Science" concept which brings interaction between people, in which value is created and acquired. This paper aims to draw attention of concerned researchers by addressing the relationship between service science and service innovation, and exploring how library and information institutions could implement service innovation. In developing this initial framework, Shanghai Library makes a good example for other library and information institutions as an illustration of the concept of service science.

Since the influence of interactivity in electronic children's book (ECB) is still controversial, Chou and I conducted a study that investigated the varied interactive levels on reading effect of ECB for children of different ages. The participants were

159 third graders and 152 fifth graders from an elementary school. The results demonstrated the girls had better textual understanding, judgment and application, and image recall than the boys. Age difference and interactivity levels both influenced the overall reading effect, thus, with this tendency parents and program designers should be aware of the needs and the real goals behind the interactivity of ECB.

Fourteen manuscripts completed the peer review procedures and have turned the rejection rate to 64% in this issue; a 69% rejection rate in terms of the inclusion of revisions that needed a second review by referees. Once again, the announcement for rejection rate is intended for an internal audit of editing, and serves as an indicator of reference for those researchers who may become an author of *JoEMLS* in the future. It has never been our concern to pursue a high rejection rate for the purpose of journal ranking competition alike.

Beyond this issue, the *JoEMLS* has been entitled by the National Science Council (NSC) to be in charge of the supervision of reviews for monograph before publication. The NSC has requested and will subsidy the editorial board of the *JoEMLS* to be the designated reviewer for manuscripts of books in the field of library and information sciences. This authorization has made this journal the first among those journals of the discipline in Taiwan to have this honor. The board of *JoEMLS* will issue a statement for verifying the favorable reviews, thus the author can contact any book publishers for publication.

On behalf of the board of *JoEMLS*, I would like to sincerely welcome those authors who would like their manuscripts to be reviewed and proposed by the *JoEMLS* for a promising book publication.

Jeong-Yeou Chiu
JoEMLS Editor

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