

**Trolling the Net: A bibliographer's tale.**

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**Trolling the Net: A bibliographer's tale.****Abstract**

Opinion remains divided in the library and education professions regarding the value of the publicly available World Wide Web as an appropriate source to find materials and conduct research. Analysis of over 700 citations in a bibliography of the late twentieth century visionary philosopher and eschatologist Terence McKenna reveals that half the periodical articles and two-thirds of material in other media could not be found using the traditional bibliographic research infrastructure of bibliographic databases, library catalogs, and commercial bookseller lists. Instead, it was necessary to use search engines, online auction sites, online booksellers and file sharing networks (like Google, eBay, Amazon and Grokster), none of which are currently recognized or taught as venues for locating information for scholarly purposes.

## **Trolling the Net: A bibliographer's tale.**

### **Introduction**

*"When viewed from an educational perspective, the landscape of publicly available sites on the World Wide Web contains more landfills than libraries."*<sup>1</sup>

*"While research on the Internet still has its inherent frustrations and drawbacks, it is now legitimately the preferred means of conducting not just online research but virtually any kind of research."*<sup>2</sup>

Opinion remains divided in the library and educational professions regarding the value of the publicly available World Wide Web as an appropriate source to find materials and conduct research. The spectrum of attitudes ranges from disdain to adulation. A typical sentiment among academic librarians and teaching faculty I have encountered runs: "Instead of 'doing research,' students just 'google.'" There is a sense that the young are busy leveling the age-old hierarchies of knowledge and authority by their choices—for better or worse—and that we educators are besieged and befuddled by an encroaching ocean of nonsense and filth. The emergence of gray literature—academic, governmental and technical documents not controlled by commercial publishers—has further eroded the boundaries past which we must seek information for scholarly purposes.

In compiling a bibliography of a late twentieth century visionary philosopher and eschatologist I have had to seek publicly available websites—the visible, open Web—to find citations and works not represented in the traditional research infrastructure. The availability of these citations, and sometimes, whole texts and other digital media, are in large part due to the efforts of interested non-professionals: fans, hackers, collectors, independent scholars and entrepreneurs. I will present some necessarily anecdotal post hoc evidence to show why I have had to use the open World Wide Web to supplement traditional bibliographic research. I hope to document how one scholar has used the Web, and to encourage others to conduct a similar evaluation of their research efforts. I hope to reach those in the library and education professions who teach research, and especially those who view the open Web as a research medium with trepidation or disdain, as I have been happily cultivating a library from this landfill for a number of years.

### **Background on the bibliography and its subject**

#### **Terence McKenna "the Timothy Leary of the nineties"**

Even if he hadn't published a word, the facts of Terence McKenna's life would qualify him for folk hero status among those whose sensibilities favor the psychedelic side of the sixties. Armed with a self-directed Ecology and Conservation Bachelor's Degree from an experimental college at UC Berkeley in 1969, he cut a lanky, scraggly Indiana Stoned figure as he wandered the globe studying pre-literate shamanic cultures, vagabonding in equatorial jungles, all the while smuggling recreational drugs and chasing butterflies for cash.

But McKenna was also blessed with a keen and hungry intellect, an archetypal Irish gift for language, and a noble sense of purpose. He felt that humanity is approaching an unprecedented crisis, and that the best way to come into harmony with the planet, awoken from the nightmare of history and facilitate the evolutionary metamorphosis of the species, is to foster an archaic revival. This was his catchphrase inciting us to harken back to cultural forms and priorities from before monotheism and male dominion started consuming and brutalizing society, the soil and seas for wealth, power and glory, all while using the latest technology to transform ourselves and the world. In his view, the conduits to recovering our ancient relationship to the Earth and to each other are still the hallucinogenic plants and compounds used by shamans since time immemorial.

As the Drug War in the 1970s closed in on those who, like McKenna, cultivated magic mushrooms for enlightenment and profit, he turned to writing and speaking to support his family and further his mission. In this endeavor he was more than successful, acquiring an international following and a number of appellations, the most telling of which was "the Timothy Leary of the nineties" bestowed on him by no less than Leary himself.

Dying prematurely in April, 2000 (in his fifty-fourth year) of the brain cancer glioblastoma multiforme (medically unrelated to his drug use!), McKenna ended his days in a paradisiacal off-the-grid Hawaiian nature preserve with a library of many thousands of books embracing centuries of gnostic enquiry, and of course, broadband Internet access.

### **The scope of McKennalia**

McKenna is a principal author of eleven books. I will briefly describe five of them. His first was a truly strange and wonderful philosophical/biochemical speculation on "mind, hallucinogens and the I Ching," written in 1975 with his brother, Dennis, that laid the foundation for his Novelty Theory (which posits that 'novelty' is increasing and will achieve asymptotic growth to infinity late in the year 2012, heralding an era that will be as incomprehensible to us as ours would likely be to our anthropoid progenitors).<sup>3</sup> The next was published in 1976, also with his brother, and under pen names: a practical guide to cultivating psilocybin mushrooms, based on their successful home enterprise.<sup>4</sup> McKenna's third major publication in 1983 was an innovative audio book in his own voice, recounting his quest for an elusive shamanic medicine in the Amazon, eventually transcribed in hardback in 1993.<sup>5</sup> He also published a very popular collection of reprinted articles and interviews in 1991. Finally, another book of philosophy and speculative anthropology, published in 1992, advanced his thoughts on the role of hallucinogenic substances in the evolution human of consciousness and culture.<sup>6</sup> His books have been translated and published in ten languages besides English.<sup>7</sup> A web search for "Терен Маккенна" yields hundreds of results...

His other books are collaborations with visual artists, including a limited edition artist's book with a four-figure price tag, and transcripts of talks given with his friends and collaborators Ralph Abraham and Rupert Sheldrake. He also wrote a fair number of introductions, fore- and afterwords, and contributed essays, including two *festschrift* offerings for the psychedelic notables Albert Hofmann (discoverer of LSD) and Gordon Wasson (re-discoverer of the shamanic use of psilocybin mushrooms in Mexico).<sup>8</sup>

While McKenna published close to forty articles or columns, and was interviewed for publication scores of times, his most prolific medium was the audio or video recording of his many appearances at academic conferences, seminars at the Esalen Institute and elsewhere, radio programs, countercultural festivals, book tours, raves and other public speaking engagements. And while many of these talks are still in print or readily available second hand, the social demographic most interested in his lectures has a notorious habit of “ripping and posting” audio and video files on the Internet, and I have had fun collecting bootleg recordings of his most popular talks.<sup>9</sup>

McKenna collaborated with musicians and other media artists, including SpaceTime Continuum, The Shamen, Zuvuya and RoseX, and his brilliant wordplay, outrageous ideas and inimitable nasal drawl were also sampled—with and without his cooperation or knowledge—on a couple of dozen recordings of house, trance and other psychedelic music genres. His ideas have been a focus of three dissertations identified in *Proquest Digital Dissertations*.<sup>10</sup> He (or his doppelganger) has also appeared as a character in novels, comic books and memoirs.

### **Description of the Web bibliography**

I first encountered Terence McKenna's work as a shelver in Stanford's Green Library. While replacing an endless supply of BLs I happened on his popular 1991 collection *The archaic revival*, whose subtitle caught my eye: *speculations on psychedelic mushrooms, the Amazon, virtual reality, UFOs, evolution, Shamanism, the rebirth of the goddess, and the end of history*.<sup>11</sup> By the time I'd read the cover blurbs, I knew I had to know more. I first started digging just to find 'more like that.' When I conceived the desire to create a bibliography in 1999, after learning of his brain cancer and survival prospects, I reflexively saw it as a project for the open Web.

I publish two versions of the web bibliography; one that loads all the cover art I point to or supply with the citations, and another “low bandwidth” version that merely indicates when cover art is available, so that dial-up users can decide which images to view. Each version is divided into sections corresponding to traditional categories—books, books with contributions, journals with contributions, etc.—and has its own web page. The citation management software I use—*Papyrus*—will generate indexes that need relatively little post-processing for the Web.<sup>12</sup> I provide indexes for author, title keyword and year, as well as an RSS feed for new entries.<sup>13</sup> If the bibliography grows substantially beyond seven hundred and some current entries, I will consider starting over, restructuring the content into a searchable online database that I can update in real time, but it currently doesn't feel large enough, and the content is not dynamic enough, to justify the substantial work this would entail.

### **Problems identifying citations using the traditional infrastructure**

#### **Many items remain elusive...**

The primary purpose of compiling bibliographies is to identify material by and about an author or subject to allow future scholars to locate this material for further study. As it became clear that many of the items listed in the bibliography would not be readily

available even to someone with unlimited access to inter-library loan or document delivery and the determination to persist for months to locate something of interest, I realized that I would have to acquire and read or audition everything I could, and annotate my citations to aid McKenna enthusiasts in deciding whether to track down obscure items. I had started to collect McKennalia for my own pleasure and edification, so the rarity and elusiveness of this material, far from being an impediment, was just the sort of challenge an obsessive collector hungers for. The necessity of hunting down yellowed back issues and out-of-print audiotapes did require me to beat the bushes, stalk the likely watering holes and turn over a lot of stones in the manner of a collector, and I naturally turned to the open Web to assist me. In part because I had become a collector before becoming a librarian, I was able to examine all the possibilities without prejudice, to break out of the scholarly infrastructure without anxiety, and I acknowledge my good fortune in being able to pursue as a professional what I would gladly do as an amateur.

### Fewer than half the periodicals identified are indexed

To date, I have identified 124 periodicals containing 262 articles by or about McKenna, including interviews and reviews of his publications. A little digging turned up some facts that surprised me. Of the 124, only 56 periodicals turned up in the *jake* database, indicating that at least some of the articles in these publications are indexed or appear in their electronic entirety in one or more of 195 bibliographic databases.<sup>14</sup> An overlapping set of 58 periodicals appear in an online version of *Ulrich's International Periodicals Directory*, attesting in some fashion to their "legitimacy" as publications.<sup>15</sup> Finally, 78 of the 124 appear in (the late, lamented) *UnionLists* and are therefore available to some extent in some library, somewhere.<sup>16</sup> I also indicate where a periodical appears in more than one resource. These findings are summarized in Table 1. Please note that only a quarter of the publications are listed in all three resources, and another quarter appear in none of them. Fourteen publications that appeared in *Ulrich's* have no data in the Abstracting and Indexing (A&I) field, leaving it undetermined to the casual researcher whether the periodical is indexed by an A&I service not recognized by *Ulrich's*, or whether the periodical publishes or incorporates its own index, and whether that indexing is available on the open Web, perhaps on the journal's own website.

**Table 1. Summary of bibliography periodical appearances in selected databases**

<i>125 periodicals (262 articles)</i>		<i>And in Ulrich's</i>	<i>And in UnionLists</i>
Appearing in <i>jake</i>	56	32	39
In <i>Ulrich's</i>	58	-	51
In <i>UnionLists</i>	78	51	-
In all of the above	30		
In none of the above	30		

By way of comparison, I have compiled the equivalent information for the alphabetical first one hundred periodicals indexed by the *Alternative Press Index* (API) in Table 2.<sup>17</sup> Most of the periodicals are recognized by *Ulrich's*, and are in the collection of at least a handful of OCLC libraries. Five of the first hundred appear in none of these three listings, as compared to thirty titles in my bibliography. Note that there are eighty-one periodicals out of one hundred that *Ulrich's* lists as having at least one abstracting and indexing service, despite all these periodicals being indexed by *Alternative Press Index*.

**Table 2. Summary of appearances of API indexed periodicals in selected databases**

<i>First 100 API periodicals</i>	<i>And in Ulrich's</i>	<i>And in UnionLists</i>
Appearing in <i>jake</i>	33	31
In Ulrich's	87	-
In UnionLists	91	85
A&I from Ulrich's	81	-
In all of the above	31	-
In none of the above	5	-

### Two thirds of items can't be found using *WorldCat* or Amazon

Of the 388 books, tapes, videos, CDs and DVDs identified in the bibliography, only a third could be identified using the *WorldCat* online union catalog, or the online bookseller Amazon.com.<sup>18</sup> As summarized in Table 3., I attempted to locate all the books and audiovisual (AV) items in *WorldCat*. When I failed in *WorldCat*, I then tried to find the remaining items in Amazon. The Absent column is the number of items I could not find using either *WorldCat* or Amazon, two thirds of the total.

**Table 3. Summary of book and audiovisual appearances**

	<i>Items</i>	<i>WorldCat</i>	<i>Amazon</i>	<i>Present</i>	<i>Absent</i>
Books	151	43	31	74	77
AV media	237	50	4	54	183
Totals	<b>388</b>	<b>93</b>	<b>35</b>	<b>128</b>	<b>260</b>

#### Key to Table 3:

Items:	The total number of bibliography items in each category
<i>WorldCat</i> :	Items whose <i>WorldCat</i> record mentions McKenna
Amazon:	Remaining items that could be located using Amazon
Present:	Items identifiable from <i>WorldCat</i> or Amazon
Absent:	Items that could not be found using <i>WorldCat</i> or Amazon

## Other research modalities

### Search engines

How then did I locate the 262 articles in these 124 publications and the 388 books, tapes and videos? Naturally, many of the journal citations could have come from one or more of the 150 databases to which my university library subscribes. In theory, 123 citations could have come from the 61 periodicals that are listed in either *jake* or *Ulrich's* and have some sort of indexing. This leaves about 140 articles and 260 other items that I could not have found using the subset of the traditional bibliographic research infrastructure available to me.

The reader will certainly have guessed that I found most of my citations by virtue of someone—booksellers, other collectors, fans, hackers, journalists, publishers, writers, filmmakers—having made a web page containing the information, for whatever purpose, and that I used search engines to locate these web pages.

On an average day you can find tens of thousands of search engine hits for “terence mckenna” (or *terrence*, or *terance*, and in a few instances *mackenna*). When teaching

research using bibliographic databases, the common wisdom is to seek a found set of a size that permits all of its members to be evaluated. Some students can keep on the beam while evaluating more than 50 hits, while others start to get panicky with more than 10, or worse, call it a day after a page or two of hits in a set of several hundred. Clearly, other strategies are warranted when faced with tens of thousands of hits. I often won't search for new citations until I trip on a clue that sets me off. I tend to search the phrase "'terence mckenna' and 'something else'," that 'something else' being whatever piqued my curiosity. I also use this method to corroborate potential new citations, and search for full text and cover art.

I have stumbled on publications while using the image searching capability of Google to locate cover art.<sup>19</sup> For instance, of the 56 citations in languages other than English, 24 publications are found in neither *WorldCat* nor Amazon, yet I have been able to locate cover art for 21 of these 24 translations. In a couple of lucky instances, the cover art was my first indication that there was a translation.

There is, of course, no way to tell absolutely how many web pages have any significant content on any topic, regardless of the tools you have available. Search engines analyze the content of many billions of pages in more or less sophisticated ways. They are obviously essential to locating pages on the open Web, but they can't take you where they haven't been allowed to index, and they don't know what you meant by your key words, so it's usually a matter of looking where the light is best and using your judgment based on knowledge, experience and insight. Google Scholar, the search engine service whereby hits constitute citations, and, where available, links to documents that cite your hits, is an interesting new development. It promises, when fully realized, to mine the "Deep Web"—as I've heard Clifford Lynch call Internet content that is dynamically generated by databases—that is not available to be indexed by software robots, which can only scan static web pages. There is estimated to be an incredible amount of content down deep: The open Web available to search engines is something like 167,000 gigabytes of pages. The Deep Web is over 90,000,000 gigabytes, according to local wizards.<sup>20</sup>

### **Web portals**

One answer to the problem of providing access to the vast seascape of the open Web is to gather and organize links on a portal site. The work, although assisted by search engines and other software, is performed mainly by humans making choices—and doing business. My tongue-in-cheek distinction used to be that search engines help people find web pages, whereas portals and directories help businesses find customers. This difference no longer makes much difference now that search engines have "sponsored" results for sale and portals give you search engine results when they run out of paying customers. Blurring is also enhanced by, for instance, Google's Froogle search of items for sale on the open Web, the Yahoo-like Google Directory, and their Google Catalog search of printed mail order catalogs.<sup>21</sup>

I have found many citations and full text articles on countercultural and drug-related portal sites, and a small section of my Web bibliography is devoted to the best of them (given my subject). The trick is finding the portals, or recognizing when a search engine result comes from a portal. Of course, the granddaddy of portals, Yahoo, has a directory

for what they call Internet portals, and you could grind your way through their list, but the small number of portals I refer to I found through word of mouth or by peeling back a URL to the top directory of a site located through a search engine.<sup>22</sup>

### Online Booksellers

We may have already reached the point where Amazon.com is part of the standard bibliographic research infrastructure, whether or not it becomes the model for Earth's Largest Library. Many of my colleagues use it for bibliographic verification of shaky citations, a reader's advisory by following the "also bought" listings, a source of book reviews for hurried student assignments and a collection development tool when something hot doesn't fit the ordinary acquisitions profile. While I prefer to buy new books for myself from local independent booksellers, Amazon Canada, England, France, Germany and Japan have been a great resources, among others, for locating foreign editions and cover art to point to.

Although not yet available through these other Amazon sites for books in other languages, in the United States and the United Kingdom, Amazon *Search Inside the Book* is a dream come true for locating passages mentioning McKenna (as is Google Print). Naturally, most of the mentions are minor name-dropping, or refer to the other two published Terence McKennas, but I have found perhaps ten percent of hits to satisfy my requirements, and I have also found a number of book jacket and front matter blurbs McKenna wrote for others.<sup>23</sup> It isn't rocket science to provide the same keyword searching of books that full-text bibliographic databases already provide for articles, but it works and I wish them luck with trepid publishers who balk at the idea. Amazon's A9.com search engine incorporates data from *Search Inside the Book*, among other resources, and returns an impressive number of images as well.<sup>24</sup>

Amazon has further irritated some booksellers by providing links from pages about individual books to used copies offered by individuals and dealers with and without physical storefronts. Having been at this game for a while, I prefer the older online used book aggregators like Advanced Book Exchange, Bibliofind, Alibris, etc., when I want to locate a book, as these booksellers tend to be professionals who offer reliable descriptions of edition and condition.<sup>25</sup> I still troll the bookstores in Berkeley and San Francisco regularly, but I find less and less novel material, and it just makes sense to permit several thousand booksellers from all over the English-speaking world to notify me when an item answering to a keyword becomes available.

*"Consumer databases provide richer 'objective' stores of information about the content of magazines, books and ephemera than do library catalogs."*<sup>26</sup>

### Online auctions

Much has been made of the great worldwide opening of attics, garages, flea markets, craft fairs and souks—not to mention governmental, military and industrial warehouses—that eBay and other online auction sites represent, but almost none of it has been made in the library literature. This is odd considering that eBay is currently the best visual

encyclopedia of vernacular cultures extant. Despite the haphazard style of citation employed, and the ephemeral nature of auction lots, I have found numerous otherwise undocumented sources thanks to hundreds of micro-entrepreneurs. Terence McKenna is one of myriad pop icons who merit a mention in an eBay product description when someone is trying to sell an old magazine or a tape they bought ten or fifteen years ago. These items are bid up and sold by virtue of the impromptu indexing and abstracting that's going on all over cyberspace, and the scholar who plucks these morsels from the flux gains a sense of satisfaction lacking when she is handed citations on a SilverPlatter.

I have bid on 133 McKenna items to date (and I've won more than half of these auctions, thank you). Among the 133, I have identified about 40 items that could not have been similarly identified as having significance for the bibliography through Amazon, *WorldCat* or elsewhere, except perhaps among those 50,000 search engine hits. Of course, I've also bid on and won a couple of bum steers on the basis of someone's eBay description, but I consider this an acceptable risk, especially when I could have contacted the seller during the bidding for confirmation or clarification.

### **File sharing networks**

William Gibson's apothegm "the Street finds its own uses for things" finds corroboration on one front of the culture wars, namely, "information wants to be free" vs. Digital Rights Management.<sup>27</sup> People can still create and share digital files derived from other digital media, or scanned from the printed page. There are publishers, software developers, lawyers and other geeks hard at work to shackle digital "intellectual property" (and still others hard at work to crack every scheme). There are more or less unobtrusive obstacles to doing what you please with e-books, books downloaded from Audible.com and the tunes on your iPod, but by and large, there is a lot of "free" media out there. Not every file that is shared on a peer-to-peer network automatically constitutes a violation of copyright—but in practice most do. Am I the only one who feels a perverse thrill in crossing the line in the name of scholarship?

Most of the audio files of McKenna I have encountered on peer-to-peer networks and on the open Web are ripped from published and copyrighted works, many with ISBNs. Some, however, are high quality recordings that regular folks have made at talks not commercially recorded, and offered freely to other fans. How else would one find these artifacts that belong in a bibliography than by trolling the networks in such a way as to also encounter illegally reproduced materials? How does a scholar keep his hands clean, and still do the work? The Supreme Court, as I write, seems to be sympathetic to the potential for scholarly use of file sharing networks.<sup>28</sup>

While I am temperamentally opposed to narcing out individual copyright violators, I have duly informed McKenna's estate and his principal audio publisher of what I have found, and I call a bootleg a bootleg in the bibliography. No one labors under the illusion that this tide will be stemmed in the near future.

### **People**

Every decent book on research techniques gets around to "experts" sooner or later. Of course, all of the modes of Internet research outlined above are available because the

“experts” have made the effort, for whatever reason, to publish information on the open Web. I wish to make two points here. First, that most of the people whose knowledge I have relied upon to create my bibliography are not publishing from positions of influence in any academic or media institutions, but just folks who care about Terence, his amazing imagination, his wonderful way with words, and his hopes for our future on this planet and beyond. Just what some of us used to think the Internet was all about. Second, that I have managed to tear myself away from browser, mouse and keyboard from time to time to communicate face-to-face, and that any work of scholarship is made richer from the exchange of information and bonds of mutual esteem that grow from sharing our interests.

## Recommendations

As a bibliographer and collector, I am more or less content with the status quo; I like web stumbling (a more apt metaphor than surfing, in my case), and I know what I'm after. As a librarian and instructor, however, I have complaints and recommendations—opinions—regarding, on the one hand, indexing periodicals on the open Web, and, on the other, teaching Internet use to university students.

I wish the *jake* project had more support—vendor- and publisher-independent data on where periodicals are electronically indexed—but it appears moribund. I suspect that this is due in part to the widespread purchase of SFX services to correlate individual library periodical holdings and database licenses with electronic journal access.<sup>32</sup> SFX is a wonderful tool, but it only works with OpenURL-compliant electronic content that you have already licensed: there is no “central” SFX server that would function in a manner similar to *jake*.<sup>30</sup>

I would be surprised to learn of any periodical published today without a digital ontogenesis. Clearly it would be cost effective for any small publication, from zine to e-journal, to create at least a keyword index from their content, and make it available on the open Web. The simplest strategy would be to permit indexing software from the search engines access to their directories, so that one really could “google” the index, if not the full-text content. Neither *jake* nor *Ulrich's* indicates (presumably because no data is collected) whether a periodical provides its own indexing on the open Web, or indeed whether the periodical publishes or incorporates its own indexing.

There are emerging models for content management that would allow users of online resources to create, modify and augment indexing and abstracting of online content. The Wiki system of collaborative, user-created and edited web content allows the kind of participation by interested amateurs I would advocate. For editors willing and able to screen proposed augmentations and emendations, The Internet Movie Database (IMDb) continues to be an inspiring example of user-supplied information that has been embraced by numerous commercial and professional stakeholders—one that started out as a volunteer effort, and has subsequently been purchased by Amazon.<sup>31</sup>

How are we going to teach Internet use in light of these findings? If, as I suggest, one needs to use the open Web, among other resources, to locate citations not available elsewhere, then it would be wise to consider teaching students how to perform research

using these tools. Currently, the emphasis in teaching research is toward locating scholarly information in traditional places, and the only mention of using the open Web comes with more or less condescending prophylactic admonitions regarding the "evaluation" of web sites. The economic and social factors that lead to useful content being distributed both inside and out of the traditional bibliographic research infrastructure, including—but not limited to—gray literature, will not go away. To use a provocative simile, teaching the use of auction sites and file sharing networks for scholarly ends is like sex education: students are going to do it regardless, so why not acknowledge it, and teach a healthy respect for the benefits and pitfalls of using the means at our disposal toward the ends we desire. We are still in the incunabular period of the digital revolution, and those of us in the library and education professions need to continually learn new tools, and re-evaluate the manner in we use and teach them. I believe we must broaden the scope of our instruction to encompass the tools students are already using, to avoid becoming superfluous, nattering pedagogues in the lumber-rooms of academia.

## Conclusions

In analyzing where more than 700 citations in a bibliography of a contemporary author could be found, I note that half the periodical articles and two-thirds of material in other media could not be located using the traditional bibliographic research infrastructure of bibliographic databases, library catalogs, and commercial bookseller lists. Instead, I was able to locate these citations by using Internet search engines to find web pages created by interested non-professionals. In addition, a significant portion of citations and whole documents not available from traditional sources were located using online auction sites, file-sharing networks and specialized search engines, none of which are currently recognized or taught as venues for locating information for scholarly purposes.

## Notes

1. Susan Colaric and David Jonassen, "Information Equals Knowledge, Searching Equals Learning, and Hyperlinking Is Good Instruction: Myths About Learning From the World Wide Web," *Computers in the schools* 17, nos. 3/4 (September 1, 2001): 159-169.
2. Robert I. Berkman, *Find It Fast: How To Uncover Expert Information On Any Subject Online or In Print*. 5<sup>th</sup> ed. (New York: HarperInformation, 2000: 183; emphasis in the original).
3. Terence McKenna and Dennis McKenna, *The Invisible Landscape* (Boston: Seabury Press, 1975; republished New York: HarperCollins, 1993); and "Novelty Theory." *Wikipedia, the free encyclopedia*. [http://en.wikipedia.org/wiki/Novelty\\_Theory](http://en.wikipedia.org/wiki/Novelty_Theory).
4. O.T. Oss and O.N. Oeric, *Psilocybin, Magic Mushroom Grower's Guide: A Handbook for Psilocybin Enthusiasts* (Berkeley, CA: And/Or Press 1976); the brothers label themselves otiose and oneiric, lazy and dreamy.
5. Terence McKenna, *True Hallucinations* (Mill Valley CA: Sound Photosynthesis, 1984); and Terence McKenna, *True Hallucinations: Being an Account of the Author's Extraordinary Adventures in the Devil's Paradise* (San Francisco: HarperSanFrancisco, 1993).
6. Terence McKenna, *Food of the Gods: The Search for the Original Tree of Knowledge; A Radical History of Plants, Drugs, and Human Evolution* (New York: Bantam Books, 1992).
7. Non-English references are certainly my next frontier, and I have no doubt that there exist many more articles, interviews and reviews in the languages into which McKenna's books have been translated. I will need to collaborate with others whose research and language skills, knowledge of bibliographic databases in other languages—not to mention language encoding for web browsers—will permit me to search meaningfully in French, German, Italian, Spanish, Russian, Polish, Portuguese, Japanese, Dutch and Czech.

8. The reader is invited to view the Terence McKenna Bibliography, <http://www.cmays.net/tmbib.shtml>.
9. *Ripping* is the popular term for copying digital media, and also for translating analogue (vinyl long-playing records) and magnetic analogue (cassette tapes) recordings into digital media readily modified and shared over the Internet.
10. *Proquest Digital Dissertations*, <http://www.lib.umi.com/dissertations/>.
11. Terence McKenna, *The Archaic Revival: Speculations on Psychedelic Mushrooms, the Amazon, Virtual Reality, UFOs, Evolution, Shamanism, the Rebirth of the Goddess, and the End of History* (San Francisco, CA: HarperSanFrancisco, 1991).
12. *The Papyrus Bibliography System & Knowledge Manager* (Final, Version 8.0.12), Portland OR: Research Software Design, 1998-2004, <http://www.researchsoftwaredesign.com/>
13. RSS (Really Simple Syndication); <http://blogs.law.harvard.edu/tech/rss/>. An RSS feed is a species of XML (Extensible Markup Language) document intended for an RSS Internet client. Items in a feed can have as little as a headline, a couple of lines of text, and a Web link to more information.
14. The *jointly administered knowledge environment* (jake), <http://jake-db.org/>; I used the openly jake, <http://jake.openly.com/> (version jake-0.5.2/OJWS-0.8.2, accessed August 31, 2004).
15. *Ulrich's International Periodicals Directory*, <http://www.ulrichsweb.com/ulrichsweb/>.
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