Scholarly Communication: Emerging roles for librarians

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Available at: https://works.bepress.com/paul_st-pierre/4/
Scholarly Communication: 
Emerging Roles for Librarians
Background

1995 – B.Sc. Physiology & Psychology
2000 – MLIS
2000-01 – UWO Taylor Library
2001-03 – U. Waterloo, Chem, Systems Eng’g
2003-12 – Tulane University, Science Librarian
   - Reference & Outreach
   - Instruction
   - Collections – Ecology, Molecular Bio, Psych
   - Tech Implementation – Web design, SFX, MetaLib
2012~2016 – PhD LIS
Scholarly Communication
A Play in 4 Acts

I. What is scholarly communication?

II. Problem of commodification

III. Solutions – Open Access

IV. Librarian Roles
Act I

I. What is scholarly communication?

II. Problem of commodification

III. Solutions – Open Access

IV. Librarian Roles
Cast of Characters

- Researchers as:
  - Author
  - Editor & reviewer
  - Reader
- Funding agencies
  - Government or private
- University administrators
- Publishers
- Librarians
- Disciplinary communities
- Research organizations (Big pharma, tech, energy, mil-ind, ag-biotech, NGOs...)
The Script: Promotion & Tenure

The evaluation of the record of performance in **Research** shall take into account quality, creativity and significance for the discipline, and productivity... However, Promotion and the granting of Tenure is on the basis of an **established record** of performance and **NOT on the basis of potential** to establish such a record; in evaluating the record of performance, unpublished documents, work in progress, and outcomes of activities that have not undergone peer review shall be weighted accordingly.

Source: UWO FCA – Promotion & Tenure, section 3.1.2
# The Script: Research Performance Evaluation

1. Refereed journal publications;
2. Books, monographs or chapters in monographs;
3. Refereed conference proceedings;
4. Other publications: patents, technical reports, case studies...
5. Presentations at conferences, colloquia, and professional meetings;
6. Performances or exhibitions;
7. Other vehicles or media, as appropriate to discipline;
8. Honours and awards, external recognition of research impact;
9. Grants, contracts and other sources of funds.

Source: UWO FCA – Annual Performance Evaluation, section 9.3.e
Western Libraries is committed to excellence: anticipating information and service needs related to the University's goals for research and scholarship, teaching and learning, and service to our university community and key partners. Our staff engages the Western academic community in the development of new services, and continuously strives to exceed the expectations of our diverse user groups.

Source: http://www.lib.uwo.ca/aboutwl/
Scholarly Communication Life Cycle

Scholarly Content

Plan

Assimilate

Access

Discover

Preserve

Fund ➔ Generate ➔ Referee ➔ Disseminate ➔ Acquire

+ Traditional
+ Emerging

Adapted from: Adrian Ho, UWO Libraries
Flow of Scientific Information

- Idea
  ▼
  - Research
    ▼
    - Invisible college
      - Correspondence
      - Email
      - Meetings
    ▼
    - Conferences
    - Reports
    - Preprints
    - Websites
      ▼
      - Also known as grey literature
        ▽
        - Primary Literature
          ▼
          - Conference Proceedings
          - Journal Articles
          - Patents
          - Dissertations/Theses
            ▼
            - Secondary Literature
              ▼
              - Indexes and Abstracts
              - Monographs/Books
              - Reviews
                ▼
                - Tertiary Literature
                  ▼
                  - Handbooks
                  - Encyclopedias
                  - Textbooks

Source: Jim Parrott, U. Waterloo Library
Scientific Publishing, 1665-1970

• **Philosophical Transactions, 1665**
  - Mission: “to recognise, promote, and support excellence in science and to encourage the development and use of science for the benefit of humanity.”
  - Non-profit.
  - Peer-reviewed.
  - Utilitarian: knowledge as public good.

• **18th-19th c. - Learned societies spread.**
  - Follow *Phil. Trans.* publishing model.

Worked great for 300 years!
Act II

I. What is scholarly communication?

II. Problem of commodification

III. Solutions – Open Access

IV. Librarian Roles
For the combined price of the Materials Science and Engineering A, B, C, & R journals, $17,986, you could buy a brand-new 2008 Honda Civic Coupe!

http://automobiles.honda.com/

http://engineering.library.cornell.edu/about/StickerShock2
The Journal of Applied Polymer Science costs $16,157. For this price you could donate the equivalent of 32 heifers to Heifer International and help needy families become self-reliant through sustainable development.

A 30% increase in price since 2002!

Cost per use: $8.65

Philister Randiki of Kenya with her calf.
© Heifer International

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2010 Electronic Serials

$144,000,000

UWO: $7,900,000

$783,000,000

Monograph and Serial Costs in ARL Libraries, 1986-2005*

- Serial Expenditures (+302%)
- Serial Unit Cost (+167%)
- CPI (+78%)
- Monograph Expenditures (+59%)
- Serials Purchased (+42%)
- Monographs Purchased (-7%)

*Includes electronic resources from 1999-2006 onward.

bundling
Reed-Elsevier Science & Medicine Division
Profit Margin 1991-2012

Revenue (£ millions)

Adj Operating margin

Adj Operating Profit
Serials Crisis

1665 – Phil. Trans.
1944 – U.S. GI Bill
1947 - Cold War (Sputnik 1957)
1969 - Journal Impact Factor

Commercial Publishing

$$$$$$$$$$$$$$$$$$$$$$$$$$$$$$$$$$$$$


Post-WWII Changes

- Large influx of **money** into higher education system.
- Increased **demand** from libraries, readers.
- Increased demand for publishing venues by authors.
- Print journals expensive to **produce** and **distribute**.
- Scholarly societies unable to provide adequate **supply**.
- Impact factor ‘objective’ tool for **valuation**.
- Commercial publishers enter lucrative **market**.
- Online publishing **disrupts** system.
Publisher INPUTS

- **Free** raw materials: manuscripts
- **Free** labour: peer review, editorial work

Public pays:
1. Grant funds research activity
2. Salaries of employees at public universities
3. Grant pays page charges
4. Library budgets

- 73% of publisher revenues come from academic libraries
Publisher Services

“Project Management”

- Coordinate peer-review
- Editing
- Type-setting and printing and/or
- Servers and information architecture
- Distribution
- Marketing and indexing

- Create shareholder value
Monopoly / Oligopoly

- Non-substitutability of titles
- Captive, inflexible markets
- Industry consolidation
- Unregulated market
- Copyright extension, fair dealing
- Prestige barrier to market entry

Market Failure
### Challenges

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- Researchers
- Librarians
Act III

I. What is scholarly communication?

II. Problem of commodification

III. Solutions – Open Access

IV. Librarian Roles
Do you work for the publisher, or does the publisher work for you?
What is Open Access?

Compatible with copyright, peer review, revenue (even profit), print, preservation, prestige, quality, career-advancement, indexing...

Free of most copyright and licensing restrictions.

Digital, online, free of charge.
KNOW YOUR RIGHTS
AS THE AUTHOR.

- **The author is the copyright holder.**
  As the author of a work you are the copyright holder *unless* and *until* you transfer the copyright to someone else in a signed agreement.

- **Assigning your rights matters.**
  Normally, the copyright holder possesses the exclusive rights of reproduction, distribution, public performance, public display, and modification of the original work. An author who has transferred copyright without retaining these rights must ask permission unless the use is one of the statutory exemptions in copyright law.

- **The copyright holder controls the work.**
  Decisions concerning use of the work, such as distribution, access, pricing, updates, and any use restrictions belong to the copyright holder. Authors who have transferred their copyright without retaining any rights may not be able to place the work on course Web sites, copy it for students or colleagues, deposit the work in a public online archive, or reuse portions in a subsequent work. That’s why it is important to retain the rights you need.

- **Transferring copyright doesn’t have to be all or nothing.**
  The law allows you to transfer copyright while holding back rights for yourself and others. This is the compromise that the SPARC Author Addendum helps you to achieve.
Authors should:

1. Understand funding agency and institutional mandates.
2. Read journal © policy before submitting (SHERPA/ROMEO).
3. Read publication agreement closely.
4. If #2 conflicts with #1, submit author addendum, or consider another journal.

Most publishers now permit authors to retain copyright.
OA Options (1) – Assert Copyright

ADDENDUM TO PUBLICATION AGREEMENT

1. THIS ADDENDUM hereby modifies and supplements the attached Publication Agreement concerning the following Article:

   (manuscript title)

   (journal name)

2. The parties to the Publication Agreement as modified and supplemented by this Addendum are:

   (corresponding author)

   (Publisher)

   (Individually or, if one than more author, collectively, Author)

3. This Addendum and the Publication Agreement, taken together, allocate all rights under copyright with respect to all

   4. Author’s Retention of Rights. Notwithstanding any terms in the Publication Agreement to the contrary, AUTHOR and
   PUBLISHER agree that in addition to any rights under copyright retained by Author in the Publication Agreement, Author
   retains: (i) the rights to reproduce, to distribute, to publicly perform, and to publicly display the Article in any medium for non-
   commercial purposes; (ii) the right to prepare derivative works from the Article; and (iii) the right to authorize others to make
   any non-commercial use of the Article so long as Author receives credit as author and the journal in which the Article has been
   published is cited as the source of first publication of the Article. For example, Author may make and distribute copies in the
   course of teaching and research and may post the Article on personal or institutional Web sites and in other open-access digital
   repositories.

   5. Publisher’s Additional Commitments. Publisher agrees to provide to Author within 14 days of first publication and at no
   charge an electronic copy of the published Article in a format, such as the Portable Document Format (.pdf), that preserves final
   page layout, formatting, and content. No technical restriction, such as security settings, will be imposed to prevent copying or
(2) – Publish in OA Journals

- BMC Evolutionary Biology
- Journal of Insect Science
- PLoS one

Or pay for OA:
- Springer
- Wiley
- Elsevier
(3) – Subject Repositories

- arXiv.org
- PubMed Central
- NIF
- OpenDOAR

(4) – Institutional Repositories

- DASH Digital Access to Scholarship at Harvard
- Scholarship@Western
- Nebraska Digital Commons
- ROARMAP
Institutional Repository

- Publications, presentations, and academic projects from Western community
- Researchers' publications and presentations showcased on their homepages
- Online access to and preservation of Western's master's theses and PhD dissertations
- Online platform to host journals, conference proceedings, technical reports, etc.

Scholarship@Western
http://ir.lib.uwo.ca/
(5) – Website, Social Networking

Intellectual property challenges:

- Copyright
- pre/post-prints
- First publication
- Posting Full-text
- Peer review (formal/informal)
- Data re-use
- Attribution
- Name authority
Beware of OA Scams

Scholarly Open Access
Critical analysis of scholarly open-access publishing

LIST OF INDIVIDUAL JOURNALS

Potential, possible, or probable predatory scholarly open-access journals

This is a list of questionable, scholarly open-access journals. We recommend that scholars read the available reviews, assessments and descriptions provided here, and then decide for themselves whether they want to submit articles, serve as editors or on editorial boards. The criteria for determining predatory journals are here.

We hope that tenure and promotion committees can also decide for themselves how importantly or not to rate articles published in these journals in the context of their own institutional standards and/or geo-cultural locus. We emphasize that journals change in their business and editorial practices over time. This list is kept up-to-date to the best extent possible but may not reflect sudden, unreported, or unknown enhancements.

- Academic Exchange Quarterly
- Academy of Contemporary Research Journal (AOCRJ)
- Advances in Forestry Letter
- Al Ameen Journal of Medical Sciences (AJMS)
- American Journal of Engineering Research
- American Journal of Pharmacy and Health Research (AJPHR)
Scholarly Communication Life Cycle

Plan

Fund ➔ Generate ➔ Referee ➔ Disseminate ➔ Acquire
Share Data

Access ➔ Discover ➔ Preserve

Scholarly Content

★ Traditional
★ Emerging

Source: Adrian Ho, UWO Libraries
OA vs Commercial Publishing

• **35-96%**: Potential savings!!!!!!!!!!!

• No:
  – Subscription management
  – Sales force
  – Expensive marketing campaigns
  – Tech. protection measures, pay walls
  – Profit taking, executive salaries
  – Lobbying for strong IP
  – IP protection litigation
Potential OA savings for ARL libraries

$81,000,000

Very rough estimate

VS
In order to achieve a sustainable system (B), extra effort is needed over a certain period of time to overcome inertia in the existing system (A) and build capacity.

Adapted from: Reaction Kinetics - http://www.chem.ufl.edu/~itl/4411/lectures/lec_m.html
Who pays for Open Access?
Act IV

I. What is scholarly communication?

II. Problem of commodification

III. Solutions – Open Access

IV. Librarian Roles
Librarian Roles

Traditional:
- Cataloguing
- Reference
- Collection development
- Instruction & outreach
- Preservation

Emerging:
- Repository manager
- Journal publisher
- Data mgmt
- Database Design
- Digitization
- IP Consultant
- Sustainability Advocate
PhD candidate (Ecology):

What are the ramifications of posting non-open access material on websites? Specifically, the website [http://africhthy.org/](http://africhthy.org/) allows for the posting of links to literature and uploading the pdf itself. In many cases researchers in developing countries lack access to the literature beyond the abstract. I would like to post the pdfs along with the link to the publisher but, I know that this is probably against some rules. I should be able to post my publications as the author but what about others?


[http://www.sherpa.ac.uk/romeo/issn/0022-2933/](http://www.sherpa.ac.uk/romeo/issn/0022-2933/)
Example #2

Professor/Editor:

I am editor of the SAGE journal *Television & New Media*. Scandinavian researchers with OA mandates are concerned about TVNM’s copyright transfer policy. I don’t want to lose prospective authors.

Before:

**The Synthespian’s Animated Prehistory: The Monkees, The Archies, Don Kirshner, and the Politics of “Virtual Labor”**

Matt Stahl

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Television & New Media
12(1) 3–22

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DOI: 10.1177/1527476409357641
http://tvnm.sagepub.com

$\text{SAGE}$
“SAGE's Journal Contributor's Publishing Agreement is a license agreement under which the author retains copyright in the work but grants SAGE the sole and exclusive right and license to publish for the full legal term of copyright.”

SAGE author FAQ

After:

Copyrighting Media Labor and Production: A Case of Chinese Television

Dong Han

Television & New Media
13(4) 283–306
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DOI: 10.1177/1527476411413518
http://tvnm.sagepub.com
Allan Kalueff (Pharmacology):

I run a neuroscience research lab at the medical school. I’m creating a publicly searchable database of zebrafish behavioural repertoires, including research protocols and data sets. I want it to be interoperable with the NIH/NLM suite of databases. There are comparable databases for other major model organisms such as e. coli, mouse, rat.
The author(s), in consideration of the acceptance of the above work for publication, does hereby assign and transfer to Mary Ann Liebert, Inc., all of the rights and interest in and to the copyright of the above-titled work in its current form and in any subsequently revised form for publication and/or electronic dissemination.
Tulane Studies in Zoology and Botany

Tulane Studies in Zoology and Botany is published by the Tulane Museum of Natural History, and is issued irregularly. Manuscripts dealing with all aspects of ecology, evolution, and systematics are encouraged. All manuscripts are reviewed.

Announcements

Inaugural Online Issue

The first online issue of Tulane Studies in Zoology and Botany, published on November 2, 2012, is now online and available.

Posted: 2012-11-05
High Quality OA

Beware of OA Scams! [http://scholarlyoa.com/publishers/]


[ISI Web of Knowledge™] Journal Citation Reports® [http://www.isiknowledge.com/JCR]

[OpenDOAR]
[http://opendoar.org/]

[ROARMAP]
[http://roarmap.eprints.org/]

[SHERPA RoMEO]
[http://www.sherpa.ac.uk/romeo/]


More to Read

- Scholarly Publishing & Academic Resources Coalition (SPARC)
  [http://arl.org/sparc/](http://arl.org/sparc/)

- Peter Suber. SPARC Open Access Newsletter.
  [http://www.earlham.edu/~peters/fos/newsletter/archive.htm](http://www.earlham.edu/~peters/fos/newsletter/archive.htm)

- Reed-Elsevier Annual Reports.


  [http://eprints.rclis.org/3951/](http://eprints.rclis.org/3951/)