# Watch out, it's behind you: publishers' tactics and the challenge they pose for librarians

libraries@cambridge conference

7th January 2016

Sally Rumsey Head of Scholarly Communications & RDM, Bodleian Libraries

Danny Kingsley Head of Scholarly Communication, Cambridge University Libraries

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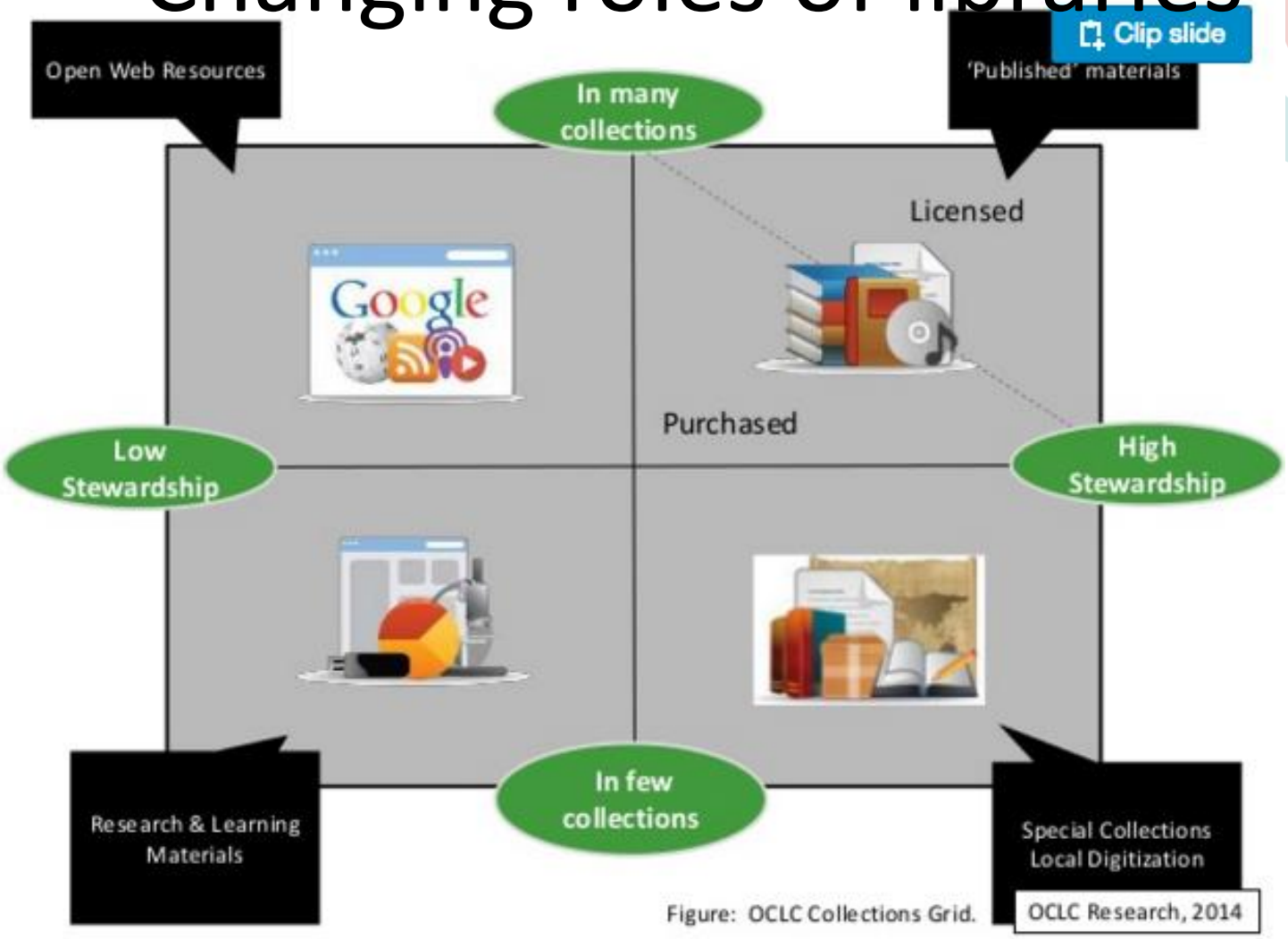
# Changing roles of libraries




Lorcan Dempsey

http://www.slideshare.net/lisld/alctssymposium

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## Institutional Needs – Academic Libraries: Current situation vs. 5 years from now

### Key Trends?:

- increased **reliance on group** provisioning of **print and licensed** content
- more integration of freely available web-based content
- special collections focus on **institutional mission, reputation**
- growing attention to **teaching/learning materials;** limited library capacity

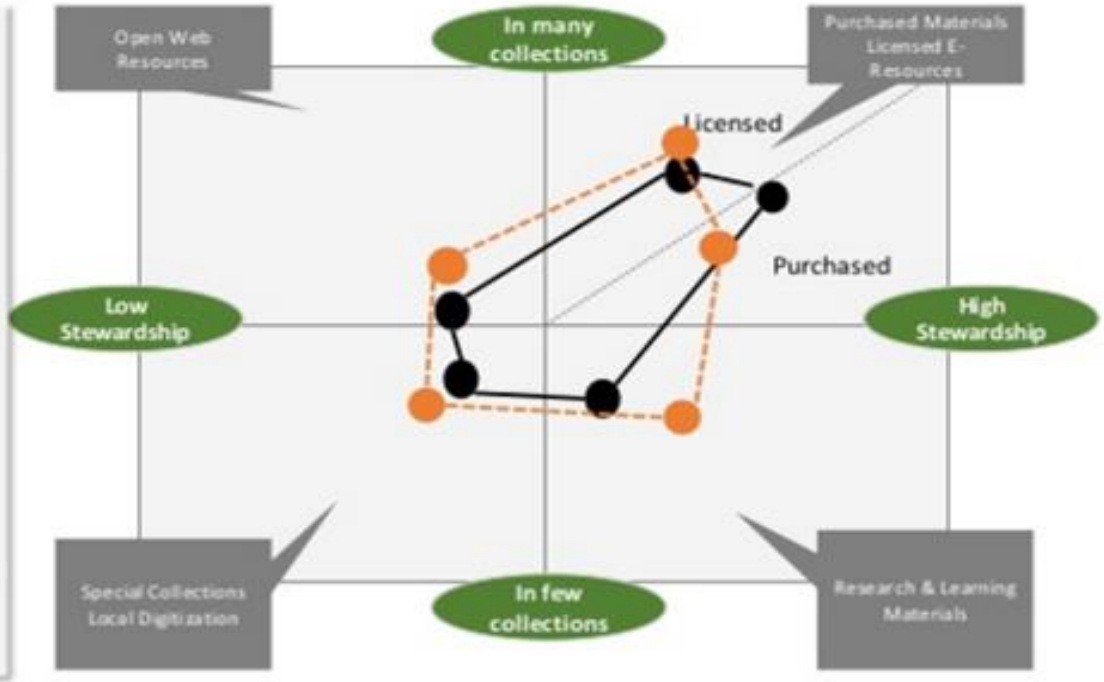


Figure: Projected shift in institutional attention, academic libraries. OCLC Research, 2015.

## Institutional Needs – Research Libraries: Current situation vs. 5 years from now

### Key Trends?:

- strategic realignment around purchasing/licensing '**collections as services**'
- redirection of investment toward **research support (inc 'reputation management')**
- emphasis on **effective disclosure of distinctive assets**: special collections, research data, expertise

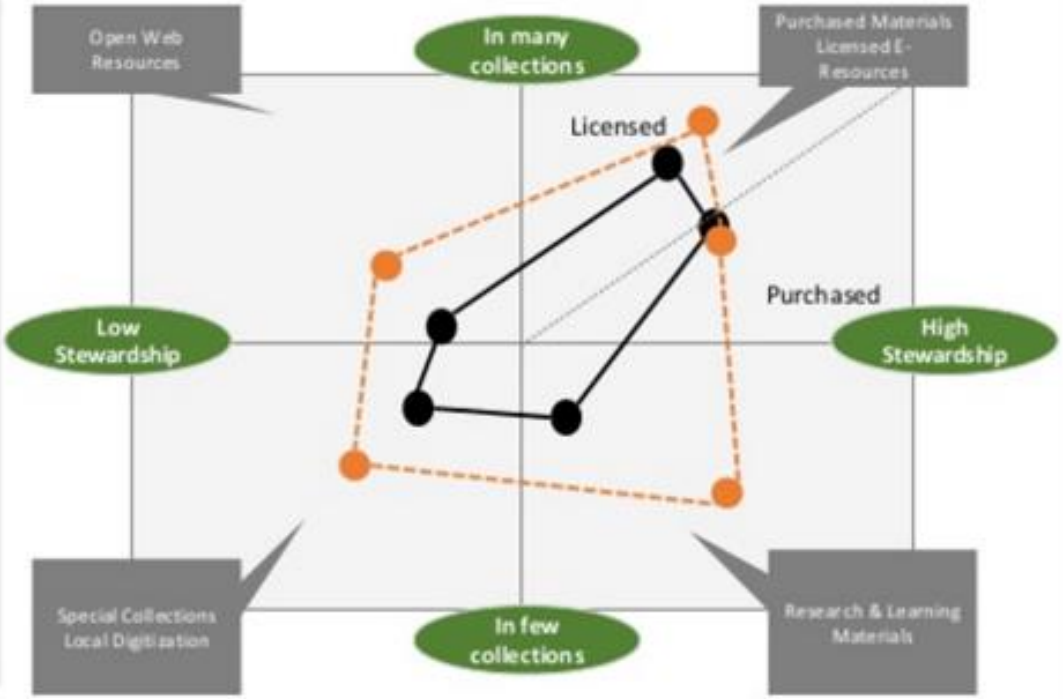


Figure: Projected shift in institutional attention, research libraries. OCLC Research, 2015

# What do you think publishers do?

- What services do they provide for academics?
- What services do they provide for universities?
- What services do they provide for academic libraries?
- What value-added services do they provide above and beyond what could be considered traditional ‘publishing?’

ACTION: Talk to your neighbour and give us your suggestions

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# Audience response

- Distribution
- Marketing
- Copyright – divide the copyright for the universities (or perhaps assume)
- Partnership
- Design
- Provide us with records
- Print materials
- eBooks and eJournal platforms
- Recognition for academics
- Publish our research
- Facilitate peer review for journals

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# What publishers actually do

- Things that you might expect…
- …delivered with a strong publisher perspective
- Surprising offerings from publishers

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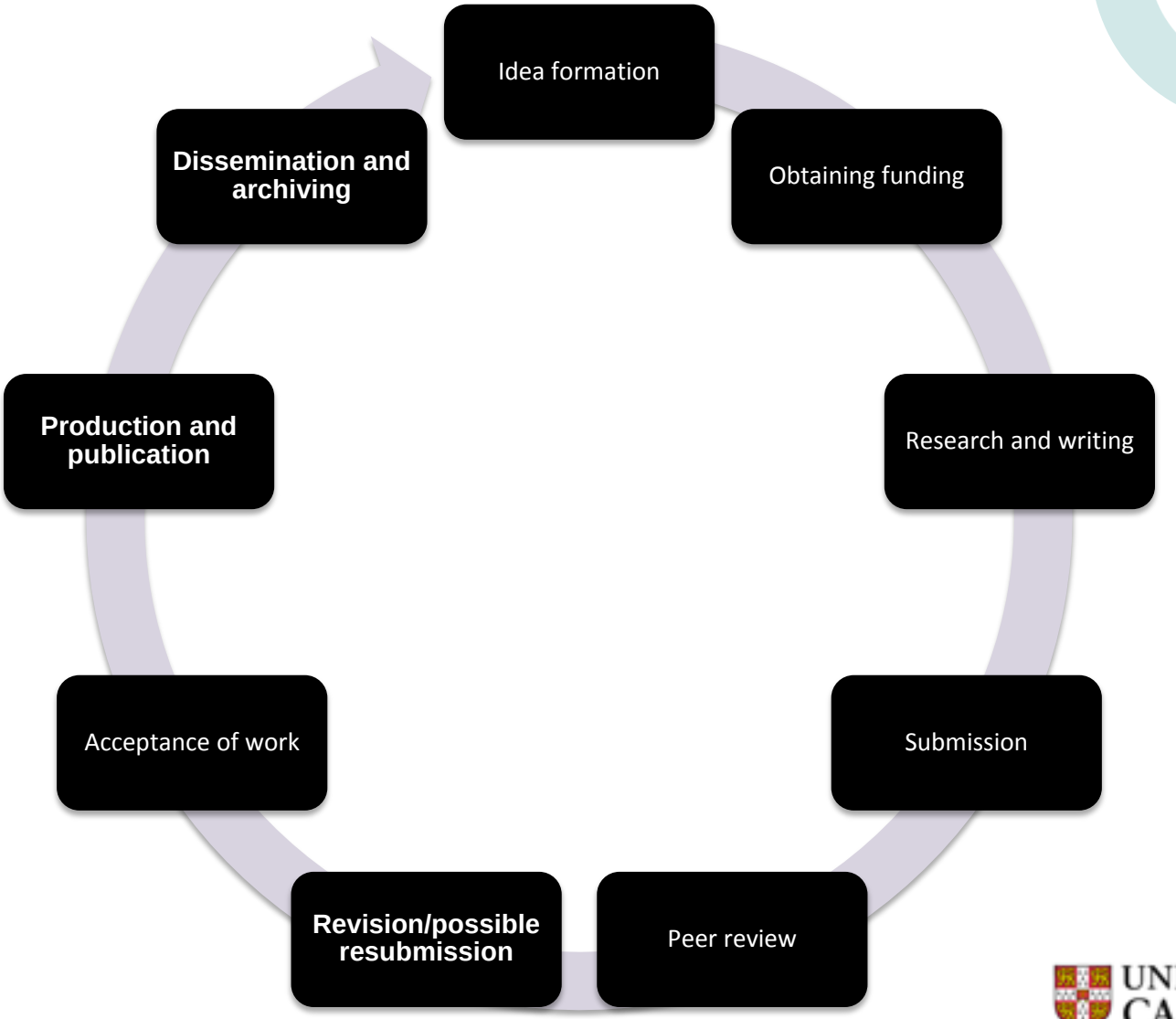
# A publisher's new job description

Annette Thomas, CEO of Macmillan Publishers

Her view is that publishers are here to **make the scientific research process more effective** by helping them keep up to date, find colleagues, plan experiments, and then share their results. **After they have published, the processes continues** with gaining a reputation, obtaining funds, finding collaborators, and even finding a new job. What can we as publishers do to address some of **scientists' pain points?**

http://www.against-the-grain.com/2012/11/a-publishers-new-job-description/

# Lifecycle of publishing

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# Unexpected services

Training and advice

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# Elsevier - targeting individuals

- As you might expect - advice on how to publish
- Incorporating Elsevier content and online services
- Offering students services to improve their skills and career opportunities
- Providing services traditionally offered by careers offices, librarians, supervisors and others

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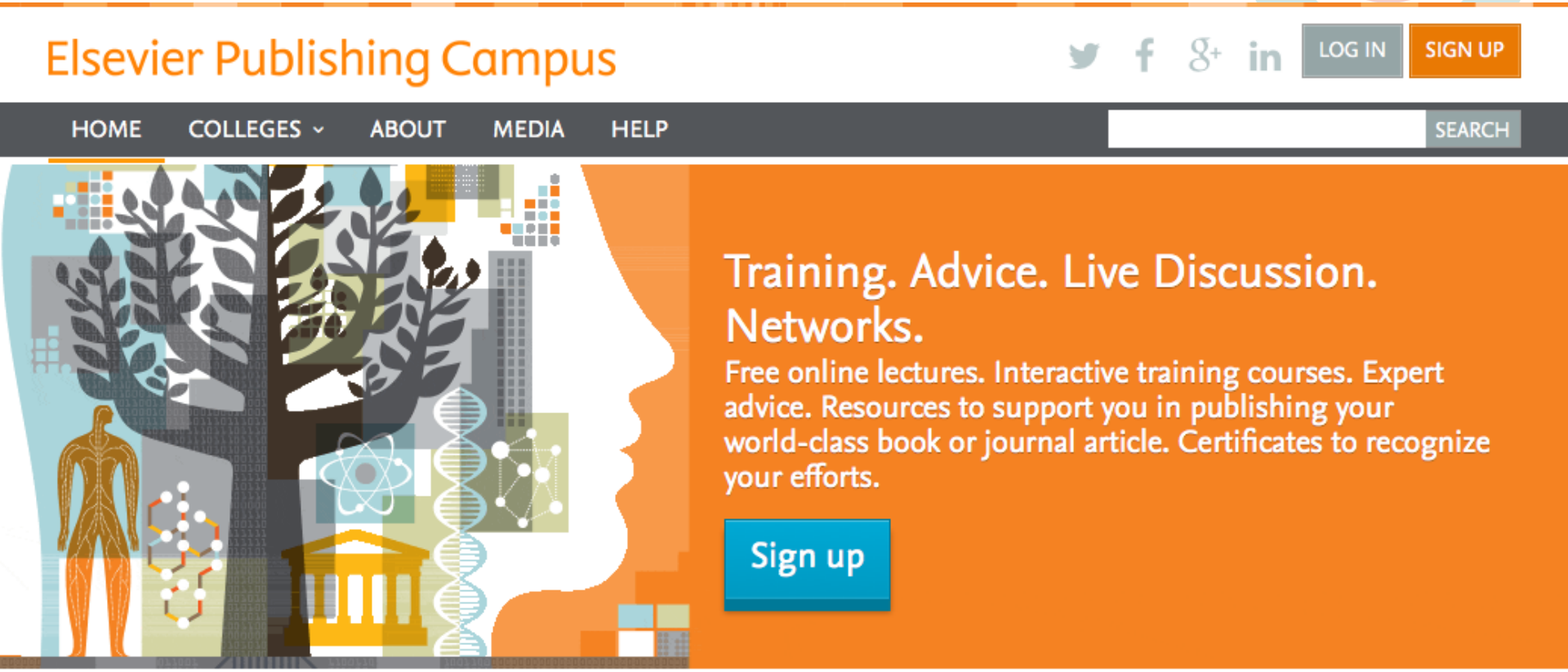
# More than just producing scholarly publications




https://www.publishingcampus.elsevier.com/

# Rewards - certificates from Elsevier signed by the Managing Directors

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# How to publish

## Navigate your way through the topics below:

### Welcome to scholarly publishing
Understand the procedures, workflows and responsibilities of all parties involved before you get started.

### Research writing skills
Improve your writing skills! Here we break down the process in to simple steps for you to follow to maximise success.

### Publishing in general
Get to grips with bibliometrics like Impact Factors, know the facts on open access publishing, and understand your rights.

### Peer review
Learn the value of peer review and journal editor expectations. Understand how to handle reviewer comments on your article and more.

### Research funding
Improve your chances of securing vital research funding by understanding how to submit high quality applications.

### Ethics
Scientific truth is the foundation of scientific advancement. Present your work with the intellectual integrity that the scientific community expects.

### Getting noticed
More than 1 million scientific articles are published each year - it's increasingly important for you to know how to make your research stand out.

### Resources for skills training
Boost your training with our selection of free additional resources. Download quick guides, visit useful links and read more about your topic.

Improving your skills in academic publishing has never been easier or more accessible!

https://www.publishingcampus.elsevier.com/pages/3/Colleges/College-of-Skills-Training.html

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College of
## Skills Training
Online lectures and interactive training courses to boost your publishing and research skills

College of
## Big Ideas
Community discussions on the latest trends and innovations in publishing and academia

College of
## Networking
Understand how to make the most of every opportunity and promote your research to your peers

College of
## Research Solutions
Discover new ways and train yourself for effective and efficient research skills

College of
## Career Planning
From starting a PhD to navigating your way to becoming a journal editor. Planning your academic career

College of
## Recommended Organizations
A range of professional organizations supporting your career

# Free tools to find the newest published research

Keeping up-to-date is more than using the best search tools. Make it easier with free alerts, article recommender tools and mobile applications for your phone or tablet.

## ScienceDirect

ScienceDirect is a leading full-text scientific database offering journal articles and book chapters from over 2,500 journals and more than 33,000 books. Find more with the ScienceDirect recommender tool. And by registering on ScienceDirect for free, you can personalize your settings, save searches, create alerts, purchase articles and more. Learn how you can customize ScienceDirect for your needs in the ScienceDirect Help section.

### Useful links

- Six ways to find open access content on ScienceDirect
- Free access for Postdocs via the Passport program
- Get started with ScienceDirect
- Get started with Scopus
- Identify open access content with Scopus
- Search articles on Mendeley
- Importing and organizing your documents in Mendeley
- Adding the "save to Mendeley" option to your bookmark bar

### Postdoc Free Access Program

POSTDOC FREE ACCESS

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# Careers advice

Early Career Researchers

## Another temporary research position? You're not alone

**Results of a recent survey demonstrate that permanent research positions can be tough to find, especially for young researchers**

By Darren Sugrue  Posted on 30 November 2015

Print PDF

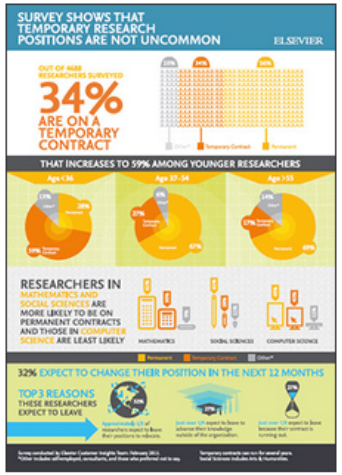
Share story:

We've always known that there was a reasonable amount of mobility among researchers, but a recent survey shows just how common that can be, particularly for young researchers. Is that necessarily a bad thing? Or is it just part and parcel of being a researcher?

In a recent (unbranded) survey conducted by Elsevier's Customer Insights team, more than 4,500 researchers shared information on their own situations. These researchers were from all disciplines, ages and geographical regions.

One of the main findings is that many Early Career Researchers who are still working to establish their careers, lack job security in that they are employed on temporary contracts. They also tend to be quite mobile with almost half indicating that they are willing to move abroad to further their career in research.

Almost 70% of those aged older than 37 years had permanent contracts. This compares to only 28% of those in the younger category.



Infographic - click here to view full size

### Is being flexible the answer to a successful career in research?

Since obtaining her PhD from Universidad de Córdoba , Spain, Dr. Alina M. Balu has held six positions in five countries. She still doesn't have a permanent contract but when asked if it was frustrating or just part of being an Early Career Researcher she said:

"Not having a permanent contract is more than a question of frustration. It really depends on

https://www.elsevier.com/authors-update/home/featured-article/another-temporary-research-position-youre-not-alone

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# Wiley - targeting institutions

Training for online teaching  student retention:

- Offering institutions training for their lecturing community in online teaching skills (online programme development)
- “In addition to helping you design and develop courses and programs, Wiley helps you evaluate them”
- Student recruitment and retention

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http://wileyedsolutions.com/

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# Learning Solutions to Fit Your Needs

We integrate trusted content with innovative technology solutions and customized services to achieve improved institutional performance and student success.

WileyPLUS builds students' confidence because it takes the guesswork out of studying by providing a clear roadmap; what to do, how to do it, if they did it right. With WileyPLUS, students take more initiative so you'll have a greater impact.

Based on cognitive science, WileyPLUS is now available with ORION to provide students with a personal, adaptive learning experience that helps students build proficiency on content topics while using their study time most effectively.

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http://wileyedsolutions.com/learning-solutions

# Keeping Your Students Engaged and Enrolled

Wiley student retention services

Wiley Retention Services and Systems Include:

A 24/7 Personal Support Center (PSC) dedicated to your online students
Committed full-time PSC representatives trained in addressing online student needs
PSC representatives who serve as trusted liaisons between students, faculty, administrators and recruiters to support enrollment and increase retention
A 24/7 Technical Help Desk that provides your students with “anytime, anywhere” online convenience, course management and technical assistance
A cutting-edge online and campus-wide Customer Relationship Management system, Wiley Student Relationship Platform™, to enable enhanced interactions with your students

By providing student-focused services as well as answers and guidance, distance learners are able to develop a stronger student/school relationship. So your students will not only get the information they need when they need it, they will be assisted by skilled professionals who will represent your institution.

http://wileyedsolutions.com/services/student-retention-services

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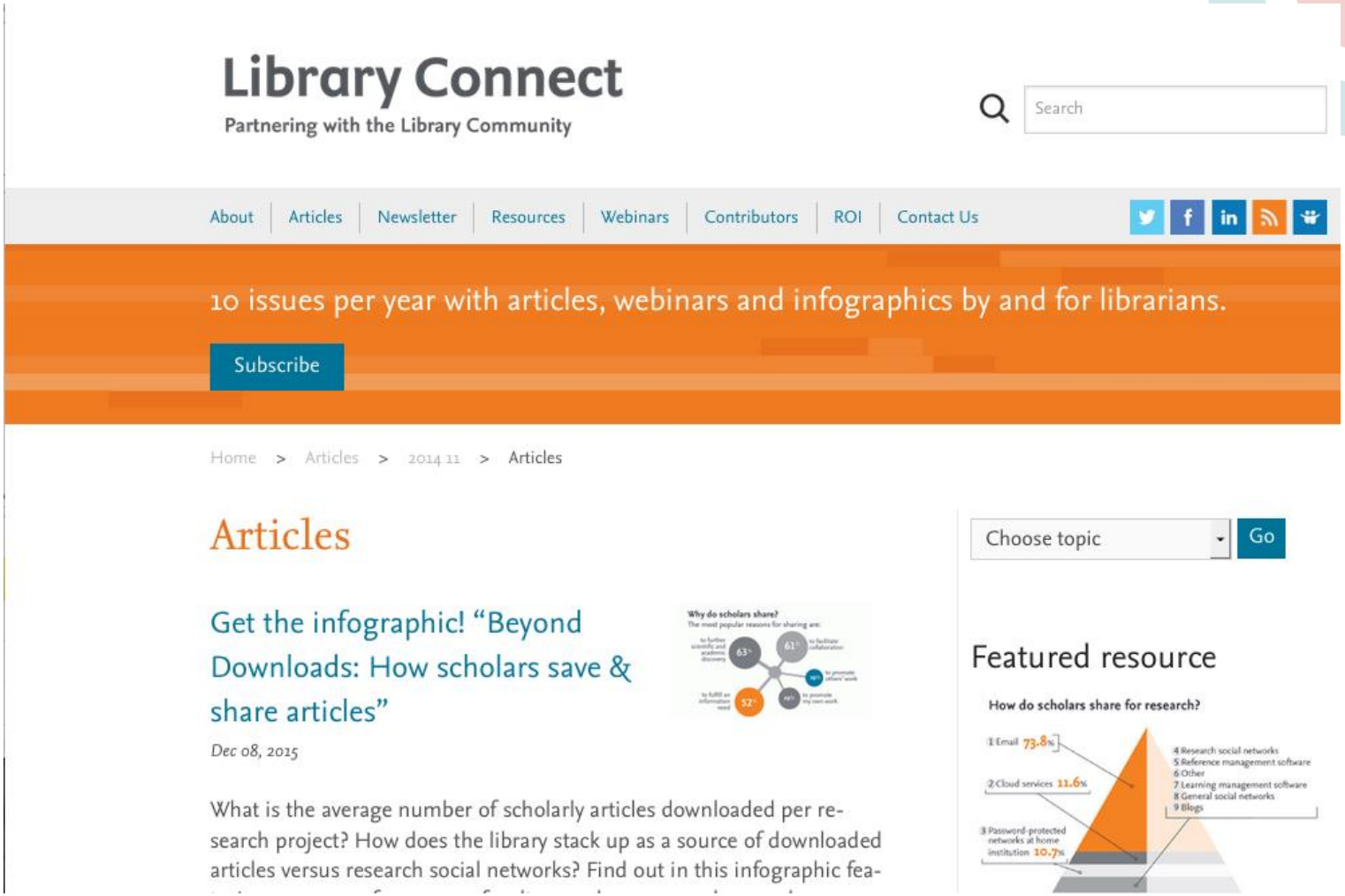
# Training for librarians




http://libraryconnect.elsevier.com/articles/2014-11/data-scientist-training-librarians-course-and-community

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# Problematic open access services

Example: some publishers extended embargoes in response to OA policies forcing payment for gold OA for compliance

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# Obfuscating the language

What are my open access options?

| | Gold open access | Green open access (Sharing your subscription article) |
|---|---|---|
| Options | • Publish in an open access journal<br>• or in a journal which supports open access (hybrid) | • Link to your article.<br>• Select a journal that features an open archive<br>• Self-archive a version of your article |
| Access | • Public access is to the final published article<br>• Access is immediate | • Free access to a version of your article<br>• Time delay may apply (embargo period) |
| Fee | • Open access fee is paid by the author, or on their behalf<br>• Fees range between $500 and $5,000 US Dollars depending on the journal. | • No fee is payable by the author as publishing costs are covered by library subscriptions. |
| Use | • Authors can choose between a commercial and noncommercial user license. | • Accepted manuscripts should attach a CC-BY-NC-ND user license<br>• Authors retain the right to reuse their articles for a wide range of purposes |

https://www.elsevier.com/about/open-science/open-access

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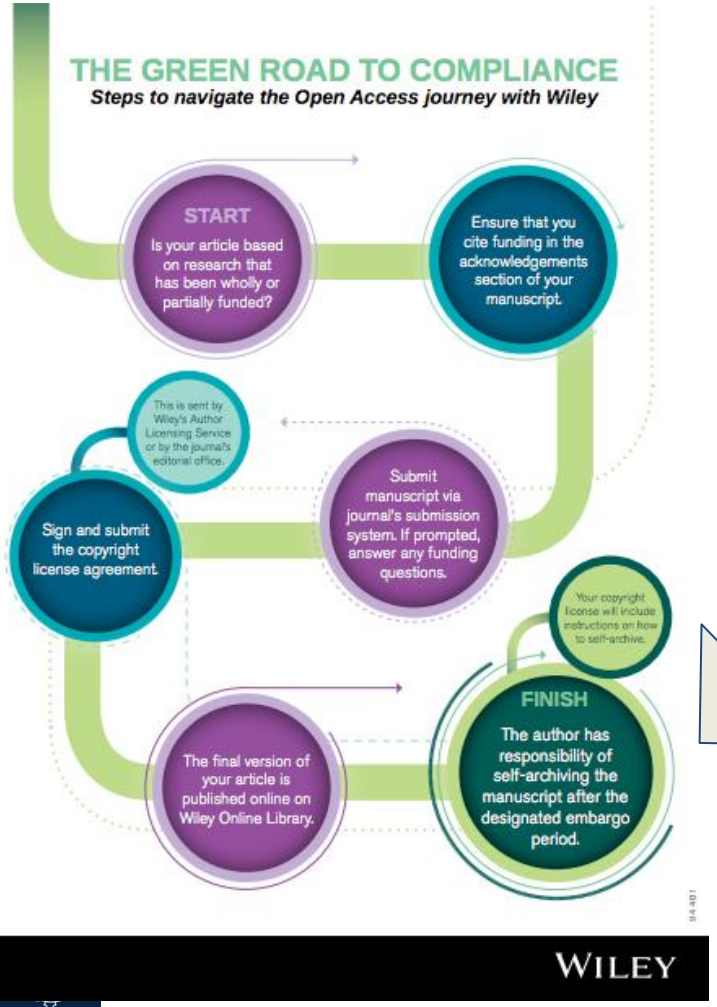
# Obfuscating the language




Conflation of 'deposit' with 'making available'

http://exchanges.wiley.com/medialibrary/2015/02/19/abb15324/General%20Compliance%20Map%20-%20Green.pdf

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# When is a web page not a web page?

## Accepted Manuscript

Authors can share their accepted manuscript:

**Immediately**

- via their non-commercial personal homepage or blog
- by updating a preprint in arXiv or RePEc with the accepted manuscript
- via their research institute or institutional repository for internal institutional uses or as part of an invitation-only research collaboration work-group
- directly by providing copies to their students or to research collaborators for their personal use
- for private scholarly sharing as part of an invitation-only work group on commercial sites with which Elsevier has an agreement

**After the embargo period**

- via non-commercial hosting platforms such as their institutional repository
- via commercial sites with which Elsevier has an agreement

https://www.elsevier.com/about/company-information/policies/sharing

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# Wiley aren't mentioning self-archiving … funny that

*——— Original Message ———*
*Subject: Journal X complies with the Open Access policies of RCUK and Wellcome Trust*
*Date:*
*From: Person at Wiley Journal X*
*To: Person X*

*12-Mar-2013*

*Dear Person X:*

*As an author who has submitted a paper to Journal X we wanted to let you know that from 1st April 2013 you will be given the choice to publish under a Creative Commons 'Attribution' license (CC-BY) license when using OnlineOpen, the open access option for the journal. This will ensure that if you are funded by Research Councils UK (RCUK) or the Wellcome Trust you can continue to comply with their open access policies. The option to publish Online Open is offered post-acceptance, outside the peer-review process.*

*The Research Councils UK (RCUK) and The Wellcome Trust (WT) have recently announced new open access policies, effective from 1 April 2013. Both policies state that to be compliant, journals must offer a "pay to publish" (gold OA) option. When an article publication charge is paid the policies also mandate the use of the Creative Commons 'Attribution' license (CC-BY). The CC-BY license allows others to modify, build upon and/or distribute the licensed work (including for commercial purposes) as long as the original author is credited.*

*Are you funded by RCUK or the Wellcome Trust?*

*To comply with your funder's open access policies now and beyond 1st April 2013 you can select Wiley OnlineOpen.*

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http://rossmounce.co.uk/2013/03/12/wiley-arent-mentioning-self-archiving-funny-that/

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*Are you funded by RCUK or the Wellcome Trust?*

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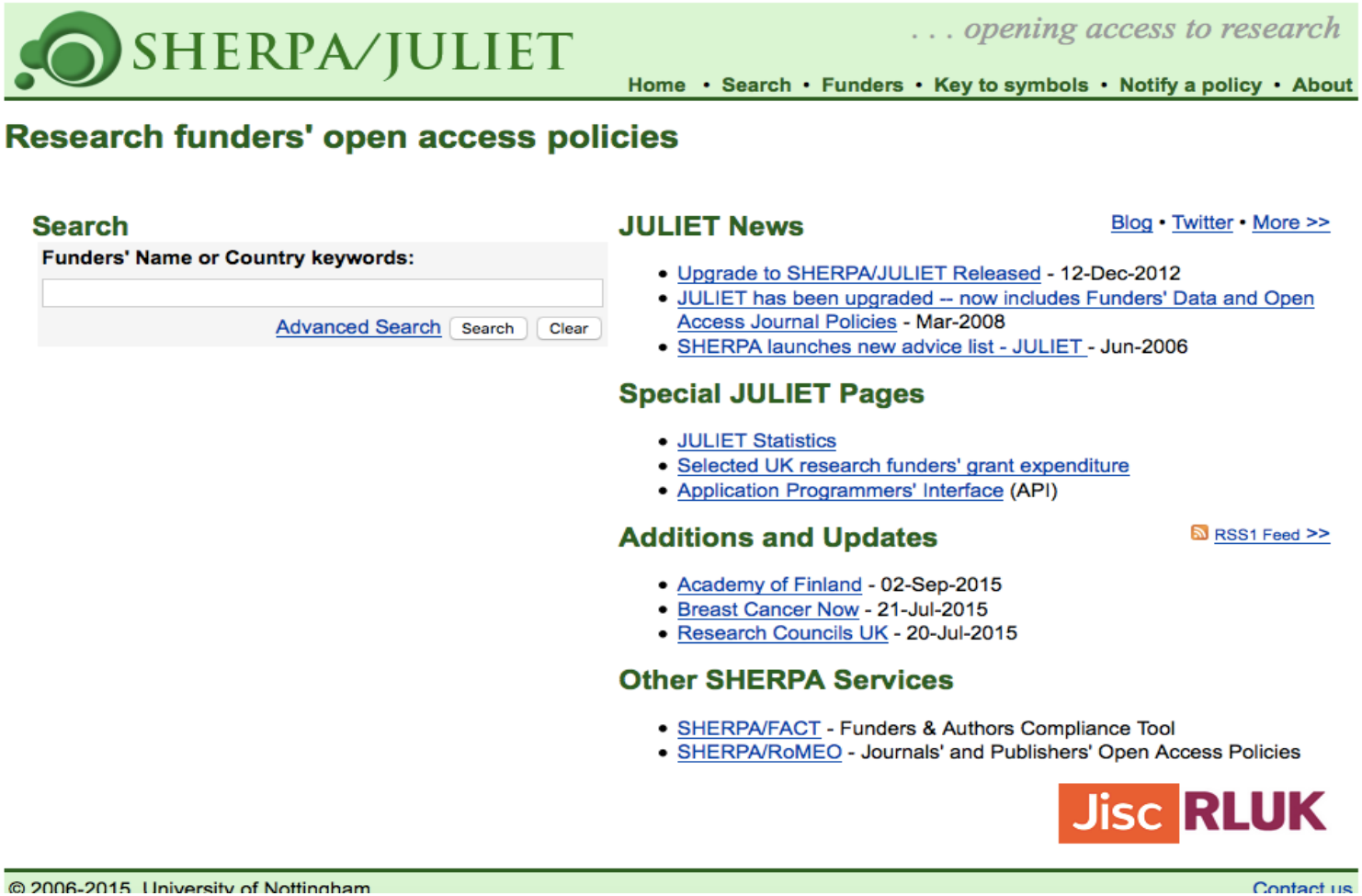
http://rossmounce.co.uk/2013/03/12/wiley-arent-mentioning-self-archiving-funny-that/

# Longstanding service - provided by Jisc/RLUK

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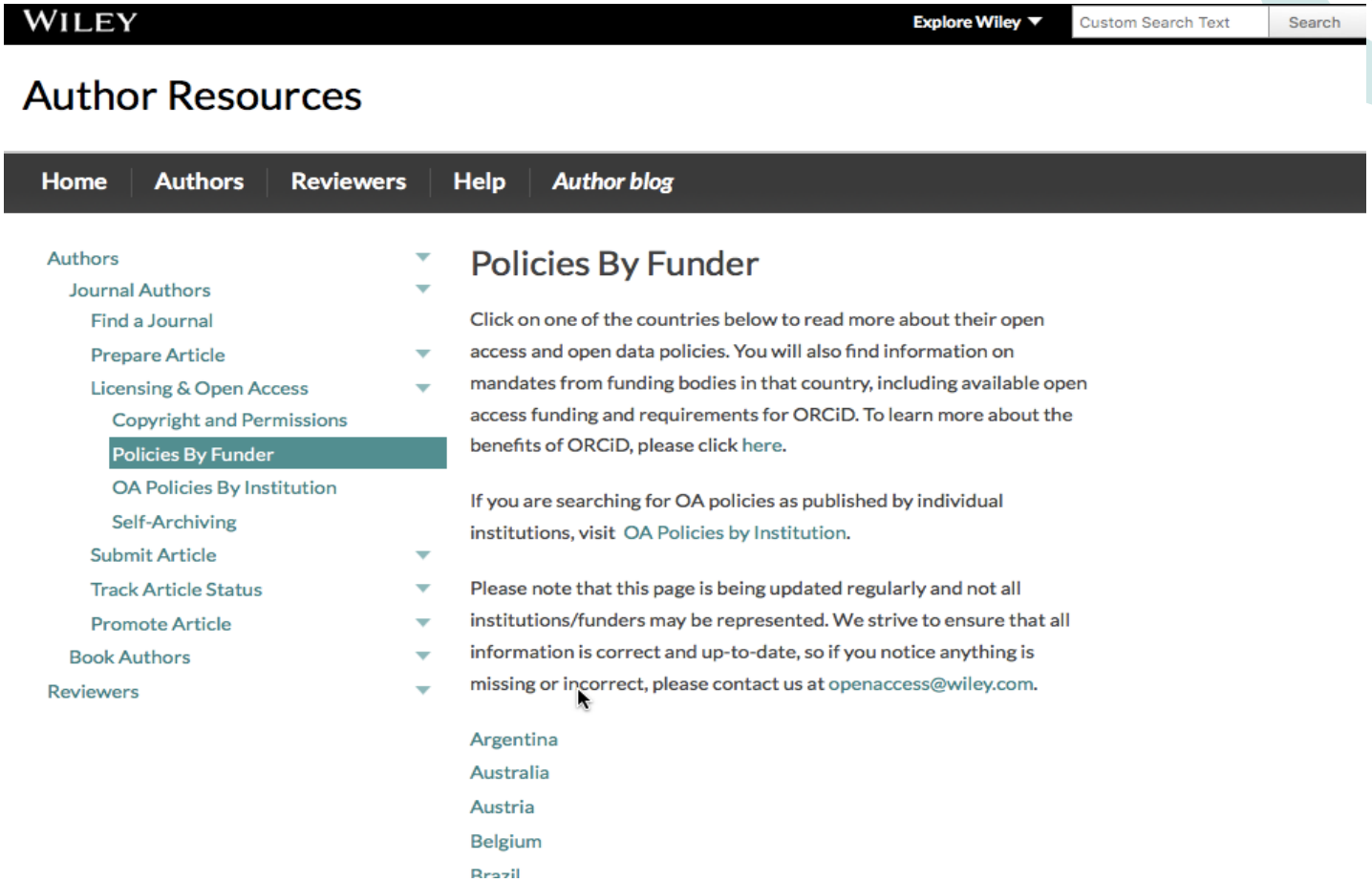
http://www.sherpa.ac.uk/juliet/index.php

# Service provided by Wiley

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# Wiley still developing the service

Sweden

Switzerland

UK

**Action on Hearing Loss**

OA Policy: View

OA Funding: Inquire Directly

**Arthritis Research UK**

OA Policy: View

OA Funding: Available

**Arts and Humanities Research Council**

OA Policy: View

OA Funding: Available

Open Data Policy: View

**Biotechnology and Biological Sciences Research Council (BBSRC)**

OA Policy: View

OA Funding: Available

Open Data Policy: View

**Brain Tumour Trust**

OA Policy: View

OA Funding: Available

**Breast Cancer Now**

OA Policy: View

OA Funding: Available

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- By country
- No search
- Need to know the country of funder
- Why duplicate SHERPA/Juliet?

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Click on one of the regions below to view OA policies by institution in that region. If you are searching for OA funding body policies, visit OA Policies by Funder.

Please note that this page is being updated regularly and not all institutions/funders may be represented. We strive to ensure that all information is correct and up-to-date, so if you notice anything is missing or incorrect, please contact us at openaccess@wiley.com.

**University of Oxford**

OA Policy

Repository

This institution has a Wiley Open Access Account

Adds info about Wiley OA account to encourage gold uptake

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# Platform ownership

Nature - Connotea (which closed)
Elsevier - Mendeley (now with Mendeley Data)
Elsevier - PURE
Figshare - owned by Digital Science (owned by MacMillan)

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# ResearchGate - a force to be reckoned with

According to unpublished research:

- ResearchGate have 7 million users. The world estimate of researchers is 8 million
- ResearchGate is fast reaching and will soon overtake Google Scholar as a platform used by researchers
- 61% of researchers say half or more of their articles are on ResearchGate
- Articles are available to users who are not logged in
- Aggressive marketing strategy to the research community

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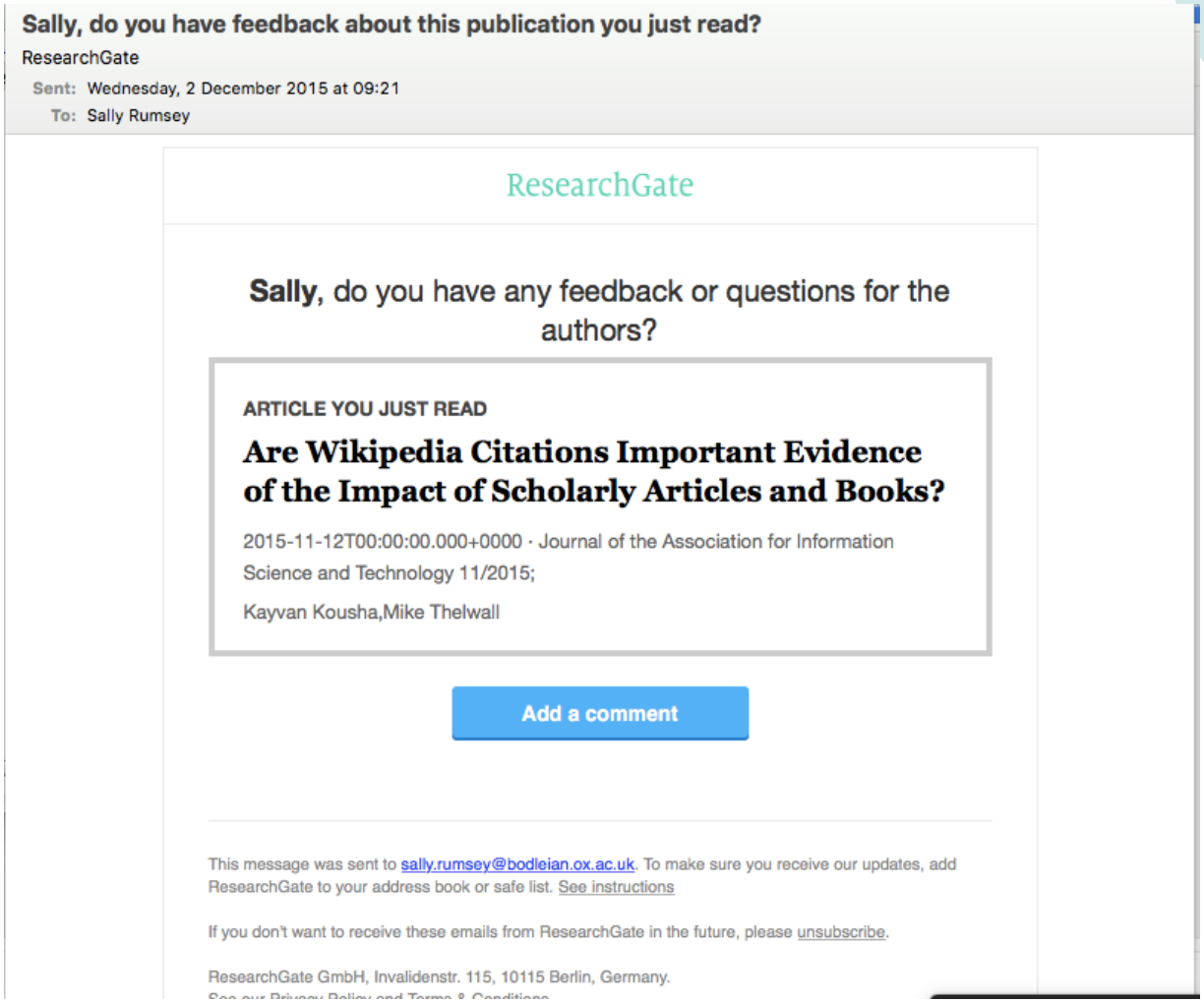
# On reading an article…



**Sally, do you have feedback about this publication you just read?**

ResearchGate

Sent: Wednesday, 2 December 2015 at 09:21

To: Sally Rumsey

ResearchGate

**Sally**, do you have any feedback or questions for the authors?

ARTICLE YOU JUST READ

**Are Wikipedia Citations Important Evidence of the Impact of Scholarly Articles and Books?**

2015-11-12T00:00:00.000+0000 · Journal of the Association for Information Science and Technology 11/2015;

Kayvan Kousha,Mike Thelwall

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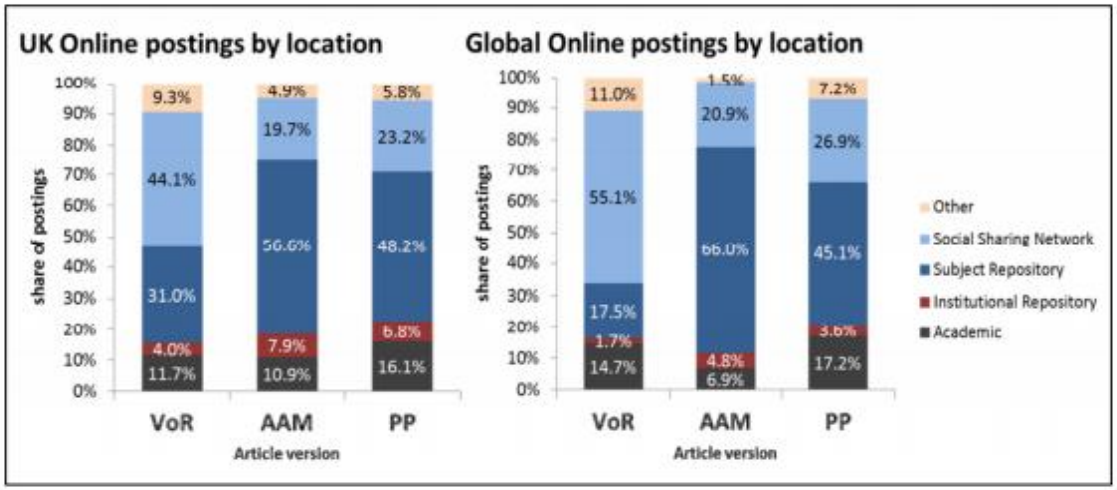
# IRs are minnows in the big picture

**Figure 9. Location of online postings (including illicit postings)**




- Two-thirds of all UK AAM postings (71% globally) in subject repositories were on PubMed Central (PMC) and 83% of all UK social sharing network AAM postings were on ResearchGate (81% globally).
- For VoRs almost all subject repository postings are in PMC and almost all social sharing network postings are in ResearchGate.

Monitoring the Transition to Open Access A report for the Universities UK Open Access Co-ordination Group August 2015 (p36) http://www.researchinfonet.org/wp-content/uploads/2015/09/Full-report-FINAL-AS-PUBLISHED.pdf

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# Control

More than 50% of 2013 papers were published with only five publishers

Larivière V, Haustein S, Mongeon P (2015) The Oligopoly of Academic Publishers in the Digital Era. PLoS ONE 10(6): e0127502. doi:10.1371/journal.pone.0127502

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# Control of:

- content
- access (eg: Sharing restrictions eg: STM Principles*)
- cost/payments (refusing to negotiate offset charges, APCs)
- metrics (control of downloads)
- platforms
- new services
- training and advice

*http://www.stm-assoc.org/2015_06_08_Voluntary_principles_for_article_sharing_on_scholarly_collaboration_networks.pdf

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# It’s about download counts

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## The impacts of marketing and operations capabilities on financial performance in the UK retail sector: A resource-based perspective

Yu, W and Ramanathan, R and Nath, P (2014) *The impacts of marketing and operations capabilities on financial performance in the UK retail sector: A resource-based perspective.* Industrial Marketing Management, 43 (1). 25 - 31. ISSN 0019-8501

Text

IMM_SNJ_1104 Yu Ramanathan Nath.pdf - Accepted Version

Download (160kB) I Preview

Official URL: http://dx.doi.org/10.1016/j.indmarman.2013.07.014


### Abstract

Drawing upon the resource-based view (RBV) of the firm, this study investigates the relationships among marketing capability, operations capability, and financial performance. Using archival data of 186 retail firms in the UK, we find that that marketing capability has a significant impact on operations capability, and that operations capability is significantly and positively related to retail efficiency. The results also suggest that operations capability fully mediates the relationship between marketing capability and financial performance. The findings of this study provide practical insights for practicing managers to consider when developing functional capabilities in order to achieve superior financial performance. © 2013 Elsevier Inc.



**Item Type:** Article

**Uncontrolled Keywords:** Financial performance; Marketing capability; Operations capability; Retail; UK

**Divisions:** Faculty of Business and Law

**Depositing User:** Symplectic Nick Sheppard

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Industrial Marketing Management

Volume 43, Issue 1, January 2014, Pages 25–31

Special Issue on Integrating marketing and operations for business sustainability

## The impacts of marketing and operations capabilities on financial performance in the UK retail sector: A resource-based perspective

Wantao Yu[a], Ramakrishnan Ramanathan[b, 1], Prithwiraj Nath[c, 2]

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doi:10.1016/j.indmarman.2013.07.014

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Highlights

This article belongs to a special issue

**Special Issue on Integrating marketing and operations for business sustainability**
Edited By Suraksha Gupta, John Rudd and Nick Lee

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**Business sustainability through successful int...**
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**Sustainability and branding: An integrated pe...**
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# Hosting Articles in Institutional Repositories

ELSEVIER

## Hosting Articles in Institutional Repositories

### Making article sharing a seamless process for researchers

Elsevier supports the need for researchers to share their research and collaborate effectively. We aim to work with Institutional Repositories to support this objective and to create an environment where sharing is easy and seamless in a scholarly communication system that continues to validate and recognize vital work. New technologies make it possible to achieve these outcomes while complying with access entitlements.

### Helping institutional repositories

Elsevier has a number of pilots with institutional repositories to track research output including:

- **Sharing metadata:** In order to showcase your institutions' work, an institutional repository must identify your institution's research output. By integrating the ScienceDirect metadata API into your repository, this task becomes simple. Even If the repository doesn't hold the full text, the article information and abstract may be displayed as part of your institution's output.
- **Sharing user access information:** Elsevier is piloting an API that enables your repository to recognize the subscription access rights of a viewer and display the best available version of the article.
- **Working with pilot partners:** We aim to understand your needs and build tools and services which will make sharing easier. We have a number of pilot partners and we are always looking for collaborators and people with feedback.

http://www.elsevier.com/__data/assets/pdf_file/0007/84787/Hosting_Flyer.pdf

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# This can be seen as a threat or an opportunity

*"In the digital-world supply chain, where the internet, and not the library, has become the first point of departure for researchers, libraries have been disintermediated, cut out not only of the distribution link in the supply chain but also of establishing what is trustworthy."*

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http://scholarlykitchen.sspnet.org/2015/12/16/the-knowledge-supply-chain-in-the-internet-age-who-decides-what-information-is-trustworthy/

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# Threats?

- Researchers have always had a direct relationship with publishing through peer review and editing.
- Publishers are circumnavigating the library and approaching researchers directly with helpful advice and services
- If librarians don't take an active role, then there won't be a role at all in the future for them.
- To paraphrase Richard Poynder
  - Will it mean that the OA revolution that they helped to engineer develops in the way they envisaged?
  - Would it create a system of scholarly communication fit for the 21st Century?
  - http://richardpoynder.co.uk/Tracz_Interview.pdf

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# Opportunities for Libraries and librarians

- Within the library community:
  - Highly skilled and knowledgeable workforce
  - Network of departmental contacts
  - Continually evolving in response to requirements
- This means that libraries are capable of providing many of the services that publishers are offering.
- There is clearly a need for this.

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# An example of library research support

**Research Publications Adviser**

**University of Reading**

Salary: £28,695 to £37,394 per annum

Hours: Full time

Contract: Permanent

Closes: 15th October 2015

You will have:
A good first degree (honours) or equivalent, and a postgraduate qualification in librarianship or publishing, OR PhD in a relevant academic discipline
Knowledge of publications and citations analysis
Excellent oral and written communication skills
Strong interpersonal skills
Experience of working in a relevant library/publishing/higher education environment
The ability to prioritise and manage your work effectively
Contact role: Head of Collections and Space

This is an exciting opportunity to join the University of Reading Library ... to provide advice for research publications in the University. You will be ..., leading on the understanding of publication practices and citation patterns in the University. You will liaise with researchers across the University, advising them on all aspects of research publication and in the use of research intelligence tools, and developing and delivering any required training and documentation.

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# Thanks for listening - time for discussion

Discuss the changing library environment with your neighbour, and identify opportunities open to libraries and librarians

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# Suggestions from audience

- Improving relationship with the Faculty – not currently talking about these issues. Regular item on the agenda with faculty meetings.
- Having the time to be an Ambassador – allowing the time within the work day to talk to researchers more
- Publishers are like Tesco – a one stop shop. So if library doesn't have a high enough profile why would they come to us?
- College librarians need to identify people who don't have departments so we can't assume their actually librarians will look after the. A real role for them.
- Understanding where our researchers publish – with whom and also understand the publishing process.
- Start early, Scholarly Communication depts. providing library staff with material for training and information
- This is community reacting to what a publisher does. We need to be proactive – use the licenses that are now available. We need to use the legal tools. Contracts from the University that are to our advantage
- Blame is laid at publishers on the current state of affairs – the academic community didn't get their act together early in the digital age and we are now in a position that is behind. Developments should come from the academic community. Leapfrog and look where we see this going.