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
Changing roles of libraries

- Open Web Resources
- In many collections
- Published materials
- Licensed
- Purchased
- High Stewardship
- Low Stewardship
- In few collections
- Research & Learning Materials
- Special Collections Local Digitization

Figure: OCLC Collections Grid. OCLC Research, 2014

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

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

Lorcan Dempsey
http://www.slideshare.net/lisld/alctssymposium
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
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
What publishers actually do

• Things that you might expect...
• ...delivered with a strong publisher perspective
• Surprising offerings from publishers
A publisher’s new job description

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**?

Lifecycle of publishing

- Idea formation
- Obtaining funding
- Research and writing
- Submission
- Peer review
- Revision/possible resubmission
- Acceptance of work
- Production and publication
- Dissemination and archiving
Unexpected services

Training and advice
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
More than just producing scholarly publications

Free online lectures. Interactive training courses. Expert advice. Resources to support you in publishing your world-class book or journal article. Certificates to recognize your efforts.

https://www.publishingcampus.elsevier.com/
Rewards - certificates from Elsevier signed by the Managing Directors
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!

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.
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 Segrue  posted on 30 November 2015

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.

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

Since obtaining her PhD from Universidad de Córdoba, Spain, Dr. Alina M. Bahl 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
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
Transforming Learning Together.

Experience an entirely different kind of partnership when you collaborate with Wiley.

http://wileyedsolutions.com/
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.

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.

http://wileyedsolutions.com/learning-solutions
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
Training for librarians

Library Connect
Partnering with the Library Community

10 issues per year with articles, webinars and infographics by and for librarians.

Subscribe

Articles

Get the infographic! “Beyond Downloads: How scholars save & share articles”
Dec 08, 2015

What is the average number of scholarly articles downloaded per research project? How does the library stack up as a source of downloaded articles versus research social networks? Find out in this infographic fea-

Problematic open access services

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

What are my open access options?

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

Conflation of ‘deposit’ with ‘making available’

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
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: 12-Mar-2013

From: Person at Wiley Journal X
To: Person X

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.

http://rossmounce.co.uk/2013/03/12/wiley-arent-mentioning-self-archiving-funny-that/
To comply with your funder’s open access policies now and beyond 1st April 2013 you can select Wiley OnlineOpen.

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.
Longstanding service - provided by Jisc/RLUK

SHERPA/JULIET

Research funders' open access policies

Search

Funders' Name or Country keywords:

Advanced Search

JULIET News

- Upgrade to SHERPA/JULIET Released - 12-Dec-2012
- JULIET has been upgraded — now includes Funders’ Data and Open Access Journal Policies - Mar-2008
- SHERPA launches new advice list - JULIET - Jun-2006

Special JULIET Pages

- JULIET Statistics
- Selected UK research funders’ grant expenditure
- Application Programmers’ Interface (API)

Additions and Updates

- Academy of Finland - 02-Sep-2015
- Breast Cancer Now - 21-Jul-2015
- Research Councils UK - 20-Jul-2015

Other SHERPA Services

- SHERPA/FACT - Funders & Authors Compliance Tool
- SHERPA/RoMEO - Journals’ and Publishers’ Open Access Policies

http://www.sherpa.ac.uk/juliet/index.php
Service provided by Wiley

Author Resources

Policies By Funder

Click on one of the countries below to read more about their open access and open data policies. You will also find information on mandates from funding bodies in that country, including available open access funding and requirements for ORCID. To learn more about the benefits of ORCID, please click here.

If you are searching for OA policies as published by individual institutions, visit OA Policies by Institution.

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.

Argentina
Australia
Austria
Belgium
Brazil
Wiley still developing the service

“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.”

- By country
- No search
- Need to know the country of funder
- Why duplicate SHERPA/Juliet?
Duplicate ROAR Registry of Open Access Repositories?

OA Policies By Institution

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
Platform ownership

Nature - Connotea (which closed)
Elsevier - Mendeley (now with Mendeley Data)
Elsevier - PURE
Figshare - owned by Digital Science (owned by MacMillan)
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
On reading an article...

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

Add a comment

This message was sent to sally.rumsey@ghodsdan.ac.uk. To make sure you receive our updates, add ResearchGate to your address book or safe list. See Instructions

If you don't want to receive these emails from ResearchGate in the future, please unsubscribe.

ResearchGate GmbH, Invalidenstr. 115, 10115 Berlin, Germany.
See our Privacy Policy and Terms & Conditions.
IRs are minnows in the big picture

Monitoring the Transition to Open Access A report for the Universities UK Open Access Co-ordination Group August 2015 (p36)
More than 50% of 2013 papers were published with only five publishers

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
It’s about download counts

LeedsBeckettResearch
@BeckettResearch

The impacts of marketing and operations capabilities on financial performance in the UK retail sector
eprints.leedsbeckett.ac.uk/1524/
#openaccess

2:41 AM - 5 Oct 2015
The impacts of marketing and operations capabilities on financial performance in the UK retail sector: A resource-based perspective


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 marketing capability has a significant impact on operations capability, and that operations capability is significantly and positively related to financial performance. 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

Division: Faculty of Business and Law

Depositing User: Symplectic Nick Shappard

Date Deposited: 05 Oct 2015 12:34

Last Modified: 05 Oct 2015 12:34

Status: Published
Re-Tweet?

RT @BeckettResearch The impacts of marketing & operations capabilities on financial performance in UK retail sector bit.ly/1Oj020N

12:58 AM - 6 Oct 2015

@elsevierbiz @BeckettResearch

Apologies, we should have acknowledged this as a MT, and not a RT.

@elsevierbiz @BeckettResearch

Paul Walk @paulwalk - 6 Oct 2015

@elsevierbiz @BeckettResearch I think this is a disingenuous use of the ‘modified tweet’ convention, designed to mislead :-(

0 replies 2 retweets 2 likes
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\textsuperscript{a} \textsuperscript{*}, Ramakrishnan Ramanathan\textsuperscript{b} \textsuperscript{1}, Prithviraj Nath\textsuperscript{c} \textsuperscript{2},

Show more

doi:10.1016/j.indmarman.2013.07.014

Not Open Access
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 institution's 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.

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.”

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](http://richardpoynder.co.uk/Tracz_Interview.pdf)
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.
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.

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
Thanks for listening - time for discussion

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

Sally Rumsey, Head of Scholarly Communications & RDM, Bodleian Libraries - sally.rumsey@bodleian.ox.ac.uk
Danny Kingsley, Head of Scholarly Communication, Cambridge University Libraries - dak45@cam.ac.uk
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.