Librarians – we need to talk.

Cambridge Library Group
Milstein Room, Cambridge University Library
7 June 2018

Dr Danny Kingsley
Deputy Director, Scholarly Communication & Research Services
Cambridge University Library
@dannykay68
For a long time nothing changed

• 1665 until 1945
  – Paper journals
  – Most scientific publishing is done by learned societies
  – Only means of printing and distribution is publishers
  – Only means of accessing this material is to personally subscribe or to visit* the gatekeepers – a library
  – Libraries and publishers have a symbiotic relationship

* and I mean visit. In person.
Post war growth

• 1945-1970
  – Science became a profession – rapid growth
  – This period confirms the role of commercial publishers as powerful actors in scientific publishing

• 1970 – 1995
  – Last period of print publishing
  – Corresponds to the Serial Pricing Crisis; it sees the financial power of the commercial publishers consolidating;

“Open Access: Towards the Internet of the Mind” (2017), Jean-Claude Guedon
http://www.budapestopenaccessinitiative.org/boai15/Untitleddocument.docx
Are we all comfortable?

https://www.amazon.co.uk/Tadpoles-Promise-Jeanne-Willis/dp/1842704265
This talk is about change

- Early 1990’s the internet was being used for non commercial practices eg: military and academic
1991 – arXiv.org started

Physicists were sharing research by post and then by email, but this was cluttering up inboxes.

Paul Ginsparg recognized the need for central storage, and in August 1991 he created a central repository mailbox stored at the Los Alamos National Laboratory which could be accessed from any computer.


1994 – Stevan Harnad’s Subversive Proposal

https://groups.google.com/forum/?hl=en#!topic/bit.listser/vvpiej-l/BoKENhKO_00
Biggest change the world has seen

• In 1995 commercial restrictions on the World Wide Web were lifted
• “Computer Chronicles - The Internet” (1995)
  – Who says online users are a bunch of antisocial geeks, here we are in a café... where you get the best of both worlds, real people and online people ... the growing power of ‘The Internet’
  • https://www.youtube.com/watch?time_continue=23&v=XluovrUA6Bk
Promises, promises

.... “I promise”, he said.

http://stella.catalogue.tcd.ie/iii/encore/record/C__Rb12405158__Stadpole%27s%20promise__Orightresult__U__X7?lang=eng&suite=cobalt
Researchers started publishing freely available journals online from 1993 onwards.

In 1995 a small study (!) showed there was little academic trust in online journals.

- Kingsley D, 1995 Honours thesis (First Class) Science & Technology Studies, University of New South Wales Science online? A contextual analysis of the debate on electronic journals in science communication
- [http://hdl.handle.net/10440/1023](http://hdl.handle.net/10440/1023)
Figure 2. The development of open access publishing 1993–2009.

http://journals.plos.org/plosone/article?id=10.1371/journal.pone.0020961
Solutions to the serials crisis?

• In 1996, the first Big Deal was brokered in the UK with Academic Press

• In 2000 Academic Press was acquired by, and is now part of, Reed Elsevier

• In 2002 the term ‘Open Access’ was coined
  – “An old tradition and a new technology have converged to make possible an unprecedented public good.”
  – http://www.budapestopenaccessinitiative.org/read
The publishers also see opportunity

- “The most successful early entrants into online academic publishing were big commercial publishing firms. They were large enough to absorb the technical costs involved... digital distribution opened up new ways of generating income”
  - Big Deals
  - Selling individual articles
  - Paid-for data eg: usage statistics
  - Charging for TDM

https://zenodo.org/record/546100
Where were we up to?

…. – he had grown arms.

https://www.amazon.co.uk/Tadpoles-Promise-Jeanne-Willis/dp/1842704265
It’s an analogy

Photo: ep_jhu Flickr CC-BY-NC 2.0

Photo: Rob Flickr CC-BY-NC-ND 2.0
Libraries start to change

- Libraries have been taking responsibility for providing access to the research output of their institutions for a long time
- Cambridge established a ‘testbed’ instance of DSpace in 2003
Publishers really started changing
More than just publishing

https://www.publishingcampus.elsevier.com/
‘Campus’? ‘Colleges’?

**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 starts here

**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.
Rewards - certificates

(Signed by the Managing Directors)
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. 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
A complete ecosystem

Vertical integration resulting from Elsevier’s acquisitions, from Alejandro Posada and George Chen, (2017) Rent Seeking and Financialization strategies of the Academic Publishing Industry - Publishers are increasingly in control of scholarly infrastructure and why we should care- A Case Study of Elsevier

"2 stunning growth stocks that could make you rich"

AoI, 19 April 2017

http://www.aol.co.uk/money/2017/04/19/2-stunning-growth-stocks-that-could-make-you-rich/

RELX saw revenues shoot 15% higher during 2016 to £6.8bn, reflecting the positive impact of digital data services and away from traditional print formats. But a 4% organic sales rise underlines the success of RELX’s ongoing transformation weakness. But a 4% organic sales rise underlines the success of RELX’s ongoing digital data services and away from traditional print formats.

It seems to be working
It is not just Elsevier
Digital Science

We have a vision...

... of a future where a trusted, frictionless, collaborative research ecosystem drives progress for all.

https://www.digital-science.com/
Everyone’s getting into it

Esploro is a new product from ExLibris, a company owned by ProQuest

"It is increasingly clear that a truly integrated approach to research services management is needed to ensure data coherency, enhance visibility and increase compliance."

http://www.exlibrisgroup.com/research-services-a-new-approach-esploro/
Recap

... - he had no tail.

https://www.amazon.co.uk/Tadpoles-Promise-Jeanne-Willis/dp/1842704265
What is the role of the library?

• Discussion at RLUK2017 conference.
  – Are librarians *support staff* or *research partners*?
  – Should we be collaborating and partnering with the research community?
  – Should we be leading the University over these issues?

• See: “Become part of the research process – observations from RLUK2017”
  – [https://unlockingresearch.blog.lib.cam.ac.uk/](https://unlockingresearch.blog.lib.cam.ac.uk/)
What is Scholarly Communication?

• Association of College and Research Libraries (ACRL) 2003 definition:
  – "the system through which research and other scholarly writings are created, evaluated for quality, disseminated to the scholarly community, and preserved for future use. The system includes both formal means of communication, such as publication in peer-reviewed journals, and informal channels, such as electronic listservs.”

  • http://acrl.libguides.com/scholcomm/toolkit/

• Often Scholarly Communication services are run out of libraries
Governance

- These are big changes that need to be pushed through the system.
- This is particularly complicated at Cambridge

https://www.governance.cam.ac.uk/governance/key-bodies/Pages/default.aspx
Academics at the 800-year-old institution have a unique role in the running of their university and, along with owning their own intellectual property rights, members of the university's Regent House can lobby for a vote on all amendments and additions to the university's governing rules.

The ancient system of governance has come under attack in the past for being too cumbersome, and ill-designed for the 21st century. The university has come under pressure from government to reform its system of governance and intellectual property rights.

“Dons clash with Cambridge over intellectual rights”, The Guardian, 2005

https://www.theguardian.com/education/2005/nov/22/highereducation.businessofresearch
But slow ‘works’

• In 2012 the University raised £350 million through issuing 40 year bonds.

In addition to the University's strong balance sheet, Moody’s also praised the strong governance of the University. "The university’s governance and management is sophisticated with clear processes and approvals for any major decisions and a high degree of transparency, given the publication of all major matters and proposals in the university’s weekly published Cambridge Reporter," Moody's said.

• Academia is an unusual economy – no payment for publishing, instead esteem
• The people and institutions who have succeeded have done so within the current ‘economy’
• If the way research is rewarded changes, then the winners might not be winners any more
• Generally institutions are reluctant to step up, partly because of the governance structure. The nature of research itself is changing profoundly. This includes extraordinary dependence on data, and complexity requiring intermediate steps of data visualisation. These eResearch techniques have been growing rapidly, and in a way that may not be understood or well led by senior administrators.

  “Openness, integrity & supporting researchers” Emeritus Professor Tom Cochrane
  https://unlockingresearch.blog.lib.cam.ac.uk/?p=307
And then there is the administration

114 libraries

Many administrative units

29 Colleges

You Tube Cambridge in Numbers
https://www.youtube.com/watch?v=FwZsb2CkMsM

• It is a challenge to convince researchers to do anything.
  • “Getting an Octopus into a String Bag”
Office of Scholarly Communication

- Managing funder compliance
- Taking the lead in Research Data Management
- Training library community
- Training and collaborating with the research community
- Strategic goals of the OSC
  - [http://osc.cam.ac.uk/about-scholarly-communication/strategic-goals-office-scholarly-communication](http://osc.cam.ac.uk/about-scholarly-communication/strategic-goals-office-scholarly-communication)
Is it our ‘place’?

http://www.keepcalm-o-matic.co.uk/p/keep-calm-and-know-your-place-3/
Yes we should be driving this agenda

- Scholarly Communication takes a ‘meta’ view of the research ecosystem
- Disciplinary differences mean individual researchers come to the table with very specific perspectives
- They all think they are right
- Very few understand that things are different in other disciplines – and that these are as valid as their own
- Scholarly Communication is a research discipline of its own. This is not recognised by most academics!
Let’s wrap this story up

We left the story with the caterpillar crying herself to sleep in her cocoon

https://www.amazon.co.uk/Tadpoles-Promise-Jeanne-Willis/dp/1842704265
There’s not much time
Things are changing for publishers too

The role of ego in academic profile services: Comparing Google Scholar, ResearchGate, Mendeley, and ResearcherID (4 March 2016)
http://blogs.lse.ac.uk/impactofsocialsciences/2016/03/04/academic-profile-services-many-mirrors-and-faces-for-a-single-ego/
Publishers are very concerned

Fighting back

• October 2017, Elsevier and the American Chemical Society filed a lawsuit in Germany against ResearchGate, alleging copyright infringement on a mass scale.
• November 2017, ResearchGate restricted access to 1.7 million papers on their site.
• April 2018 - the court case began in Germany with the intention to: “establish clarity on the legal responsibility of ResearchGate regarding copyright infringements”.

“The Coalition for Responsible Sharing aims to prevent the illicit hosting of millions of subscription articles on the commercial ResearchGate site”

http://www.responsiblesharing.org/
Who does this threaten?

12 March 2018, the Dutch consortium VSNU announced that “Dutch universities and Royal Society of Chemistry Publishing (RSC) have been unable to reach a new agreement on access to scientific journals”.

**HOW TO GET THE PDF?**

Alternatives to the publisher version of full-text journal articles

**12 SCI-HUB**

If all else fails, you may be tempted to use Sci-Hub. Do realize, however, that in many countries, including The Netherlands, the use of Sci-Hub is considered as an illegal act, as it involves content protected by copyright laws and licensing contracts.

Damages?

What can YOU do?

- MIT Institute-wide task force on the Future of Libraries
  - Be global and local in services
  - Skill generation in information assessment
  - Dissemination of research generated internally
  - Provide comprehensive digital access to collections
  - Generate open content platforms
  - Open access policies and infrastructure
  - Preservation and stewardship

Lots of work to be done

How long to go Dad?

Still a long way to go Kids!

Image by Danny Kingsley
Questions/Discussion

Thanks!

Dr Danny Kingsley
Head of Scholarly Communication
University of Cambridge
@dannykay68