

# Scholarly Communication



## **Wendt SC team:**

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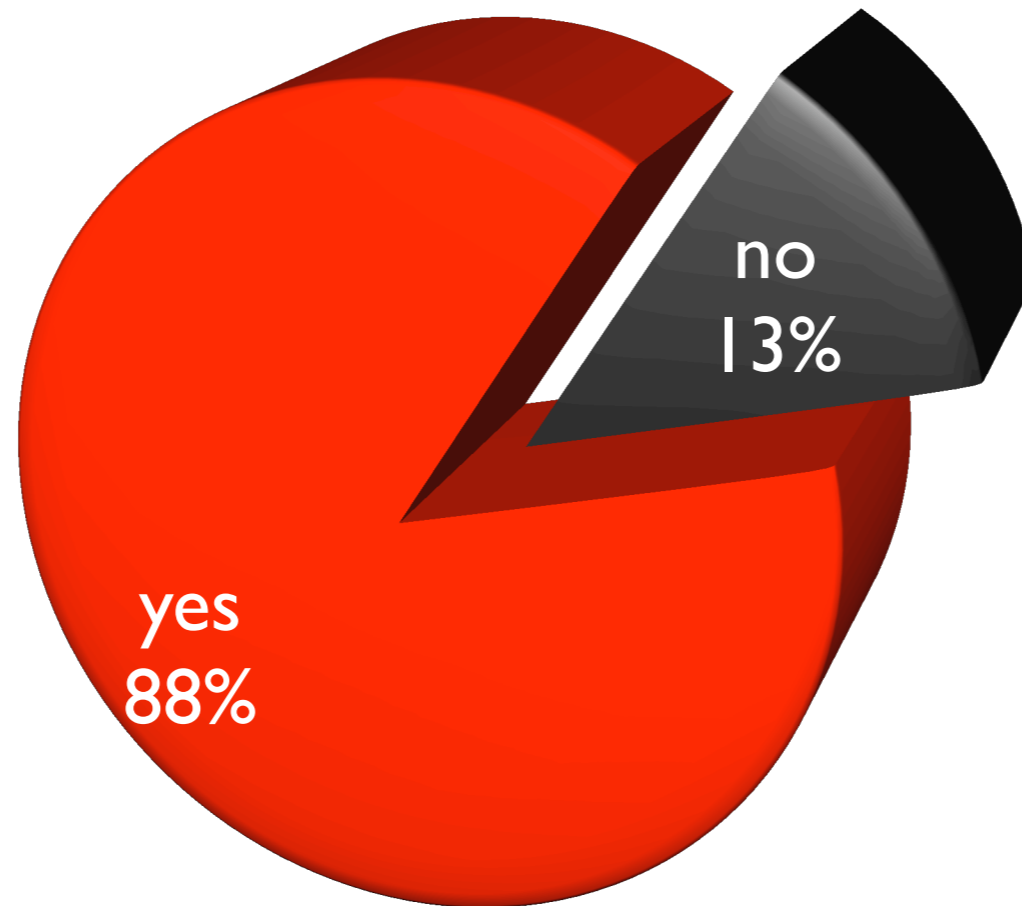
Wendt All Staff | 1.14.2006

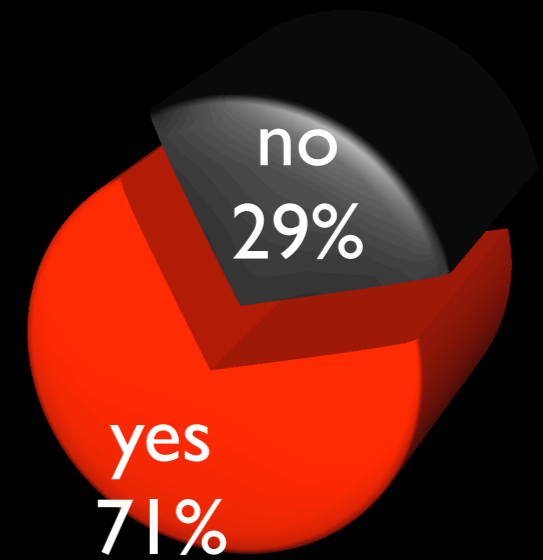
# Why do we care about SC issues?

- Electronic distribution channels created opportunities for access, while presenting concerns over IP management
- Libraries want to maintain broad access to materials - this is being threatened by:
  - Continued escalating costs of serials & library budgets that cannot keep up (but \$\$ won't solve the problem)
  - Restrictive business & licensing practices from publishers
  - Digital rights management (DRM) technologies

# SC issues are important to my work?

● yes      ● no

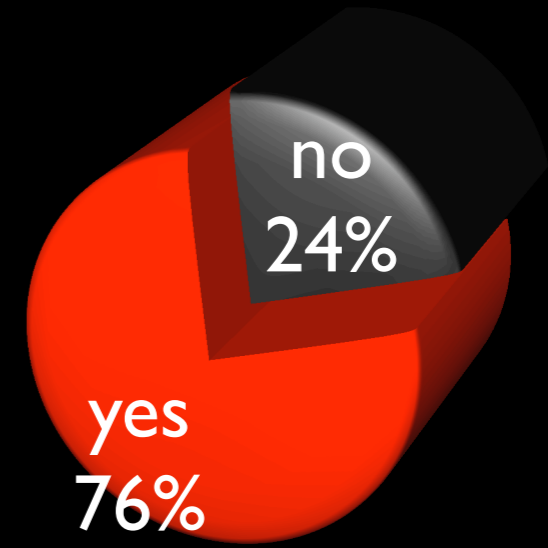




# Definition: Scholarly Communication

# Scholarly Communication

*“...is the process  
researchers use to publish  
and share their research.”*



Definition:  
Open Access

# Open Access

*“...literature is digital,  
online, free of charge, and  
free of most copyright and  
licensing restrictions.”*

# Get read.

**Open access** means anyone with an internet connection can read your research.

For free. Really.

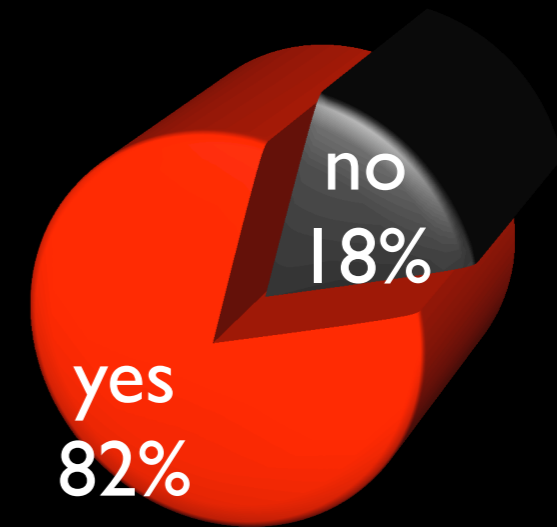
*Launching autumn 2004:*

# PLOS MEDICINE

*Submit your best work now.*

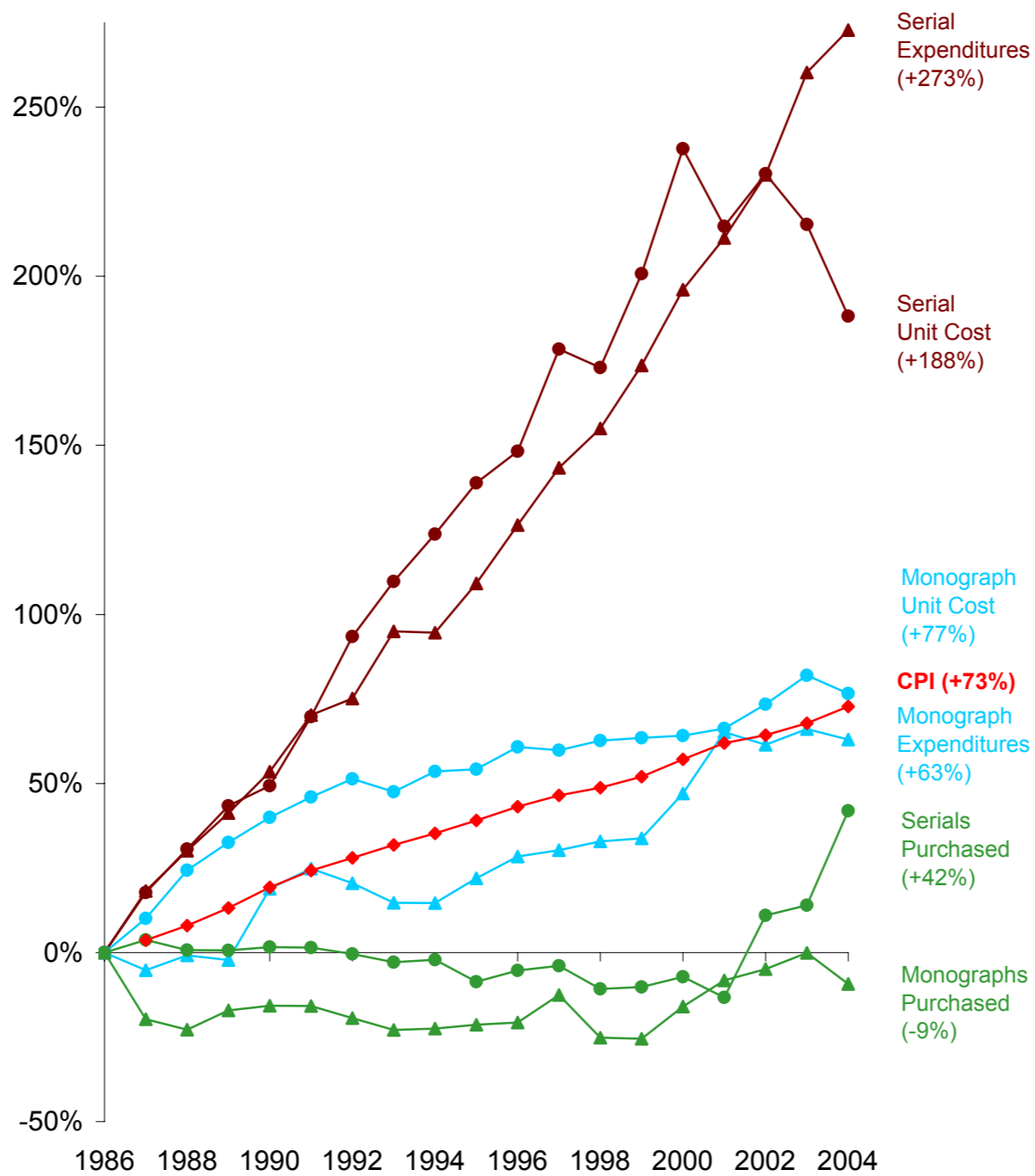


Public Library of Science  
journals are online at  
[www.plosmedicine.org](http://www.plosmedicine.org)  
[www.plosbiology.org](http://www.plosbiology.org)



# Definition: Serials Crisis

Graph 2  
 Monograph and Serial Expenditures  
 in ARL Libraries, 1986-2004\*



Source: ARL Statistics 2003-04, Association of Research Libraries, Washington, D.C.

\*Includes electronic resources from 1999-2000 onward.

# Price per page

Field	For-profit	Non-profit
Ecology	\$1.19	\$0.19
Economics	\$0.81	\$0.16
Atmos. Sci	\$0.95	\$0.15
Mathematics	\$0.70	\$0.27
Neuroscience	\$0.89	\$0.10
Physics	\$0.63	\$0.19

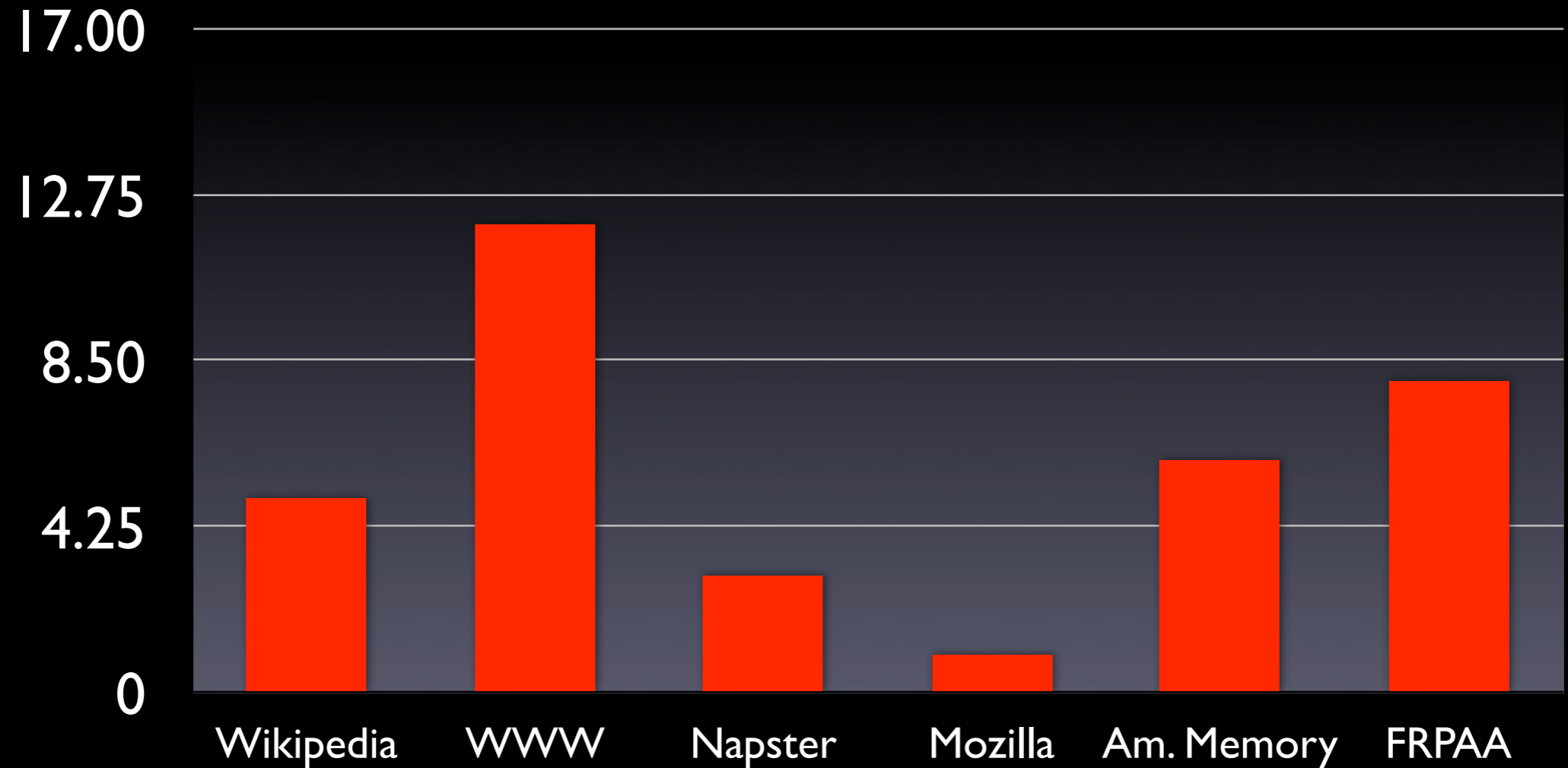
Carl T. Bergstrom and Ted C. Bergstrom. *The economics of scholarly journal publishing*. September 2002

# % Increase in Journal Prices 1999 - 2003

Engineering: 38.56%

*Library Journal, April 2003*

# SC Timeline



# 1991

- World Wide Web is born
- arXiv launches



**Tim Berners-Lee**

# 1992

-  *Entrez, The Life Sciences Search Engine.*

- 

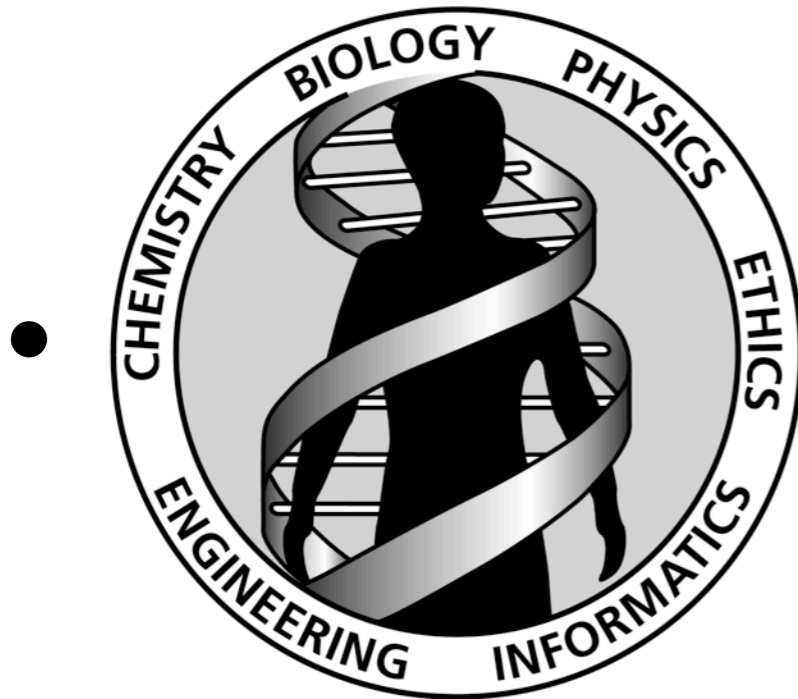
# 1993



# 1994



-  **HighWire Press**



Internet Scout  
Project

# 1995

- *Making of America*

# 1996

- Internet Archive born
- Editor of *Molecules* resigns (Springer)




**Brewster Kahle**

# 1997



# 1998

-  **SPARC**  
*The Scholarly Publishing and Academic Resources Coalition*
- Declaration of San Jose
- Editorial board of *Evolutionary Ecology* resigns (Kluwer)
- Most of the Editorial board of *Journal of Academic Librarianship* resign (Elsevier)



**Ken Frazier**

# 1999



- Editorial board of *Journal of Logic Programming* resigns (Elsevier)



Parallel Press

Library Express  
piloted

# 2000

-  PubMed Central
-  eprints
- Editor of *Archives of Insect Biochemistry & Physiology* resigns (Wiley-Liss)

# 2001

- Wikipedia



-  PLoS PUBLIC LIBRARY of SCIENCE
- Handfull of editors at *Topology and its Applications* resign (Elsevier)
- 40 editors at *Machine Learning* resign (Kluwer)



University of  
Wisconsin  
Digital  
Collections  
Center

# 2002

- OAster
- Budapest Open Access Initiative
- Creative Commons
- RoMEO project
- MIT: OpenCourseWare & DSpace
- Public Knowledge Project



Journal Value  
Project

# 2003

- FEDORA
- DOAJ
- PLoS Biology
- 40+ member editorial board of *Labor History* resign (Taylor and Francis)
- Editorial board of *Journal of Algorithms* resigns (Elsevier)



Rapid Article  
Delivery

# 2004

- Elsevier allows post-print archiving
- Springer launches “Open Choice” program
- NIH open access plan
- Google Print
- PLoS Medicine
- American Institute of Physics launches “Author Select”



More Rapid  
Article Delivery

MINDS@UW

# 2005

- Blackwell Publishing launches “Online Open” campaign
- Open Content Alliance
- Springer creates “Director of Open Access” position



Faculty Senate  
Resolution

OSCP founded

Journal of  
Insect Science

Illumination

# 2006

- UK “Free our data” campaign
- Germany considers open access after 6 months, regardless of copyright agreement
- US Senators Cornyn and Lieberman introduce: “Federal Research Public Access Act of 2006”
- PLoS ONE



Open Access  
Publishing Fund

The BibApp

Women in Print

Bookwomen

# 2007

- Mellon grant (2006 - 2008) supporting Object Reuse and Exchange, OAI - ORE
- ?

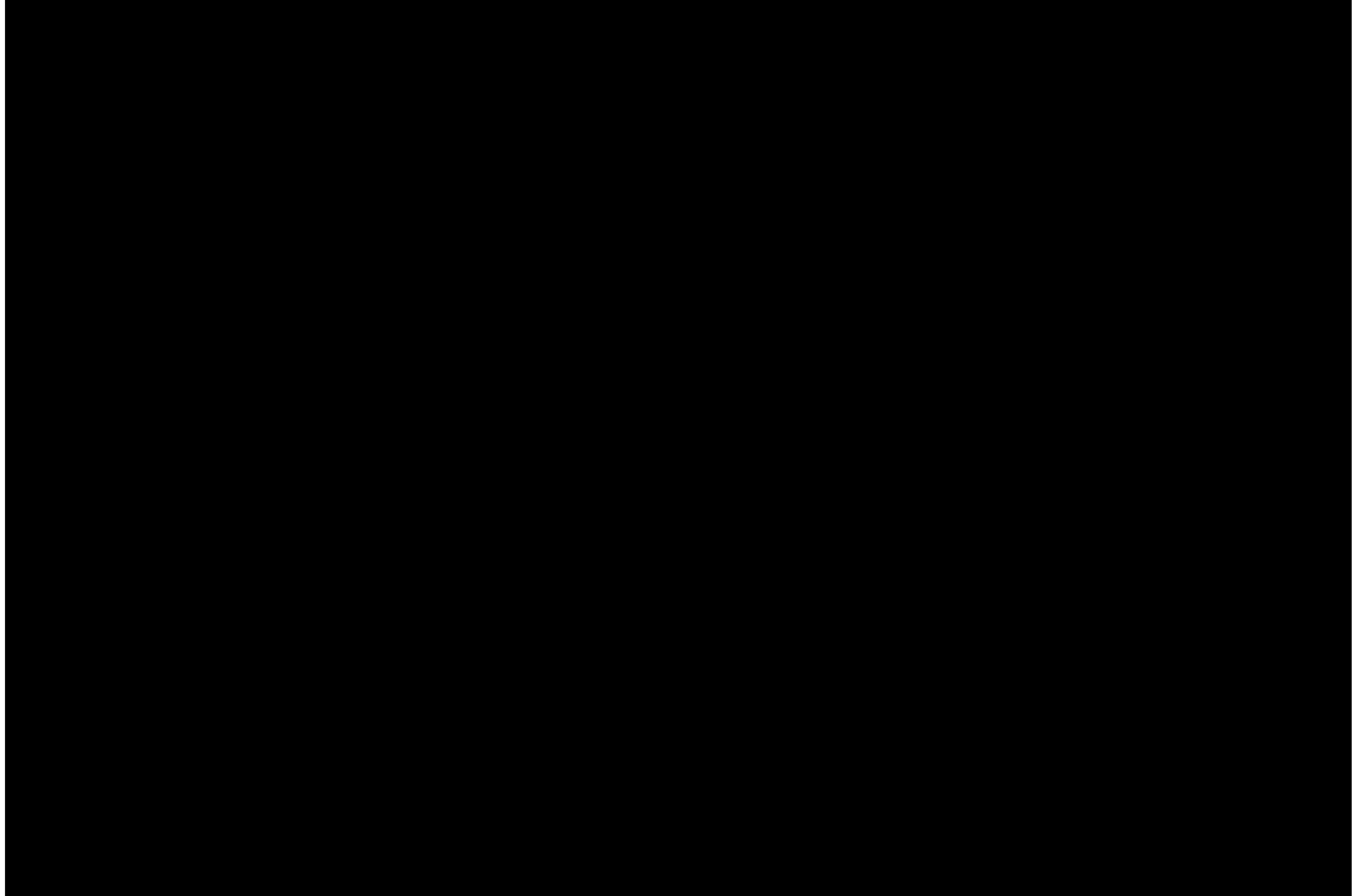


Cryocoolers 14



# OSCP

Ken Frazier & Wayne Hayes



# Transforming SC at UW-Madison

# What can faculty and researchers do?

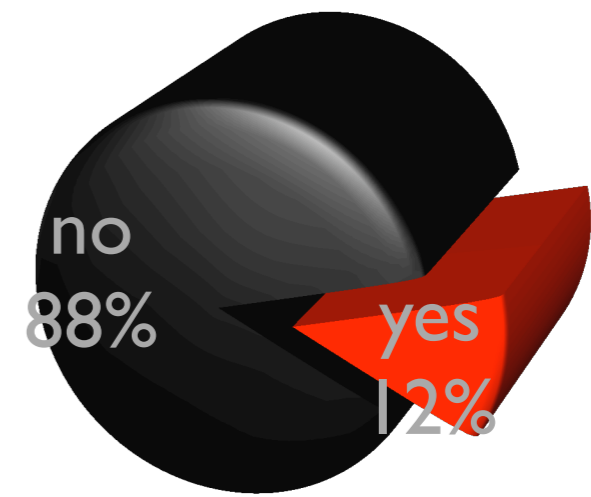
- Control their copyright
- Exert their influence with publishers
- Archive their work nationally and locally
- Consider alternative publishing opportunities
- Stay informed

Control Copyright

# Why does it matter?

- Share with others
- Reuse in your own work
- Deposit in repositories

# Several options



- Reserve some rights for yourself - but otherwise transfer copyright. (e.g. SPARC Addendum)
- Retain ownership of the copyright & license to publishers all the rights the publishers need to conduct their business. (e.g. Creative Commons)

# SPARC Author Addendum

- Modifies copyright transfer agreement
- Transfers copyright while retaining certain rights for the author and others
  - reproduce, distribute, publicly perform, and publicly display in any medium for non-commercial purposes
  - prepare derivative works
  - right to authorize others to make non-commercial use so long as author receives credit and journal is published as the source of 1st pub (e.g. e-reserves and posting in institutional repositories)

# Creative Commons License

- Author keeps copyright
- Allows people to copy and distribute your work provided they give you credit -- and only on the conditions you specify.
- Made easy - form you fill out that generates a license for you

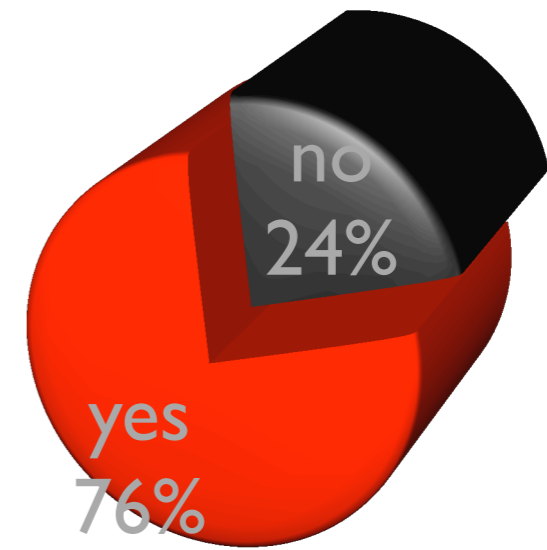
# Exert Influence with Publishers

# How to influence publishers

- Submit and review papers for journals with reasonable pricing and access
- Take an interest in the business aspects of journals they edit and publish in
- Use memberships in scholarly associations to encourage reasonable publication pricing

Archive work locally &  
nationally

# Archive works locally in MINDS@UW



- Benefits of using MINDS@UW for research and teaching materials:
  - Permanent URLs
  - Indexed by Google and other search engines
- Wendt Library can assist to establish and populate communities

# Archive works nationally

- Subject repositories
  - arXiv *Physics, Math, Computer Science and Quantitative Biology*
  - Pubmed Central *Life Sciences*
    - > Journals encouraged to submit content
    - > NIH requests, but does not require NIH funded researchers to submit
  - Citeseer *Computer Science*
  - Cogprints *Psychology, Neuroscience, and Linguistics, as well as many areas of Computer Science, Biology and Philosophy and other physical sciences and mathematics publications related to the study of cognition*

Consider alternative  
forms of publication

# Open access journals

- Publish in an open-access journal
  - Locate options via Directory of Open Access Journals (DOAJ) <http://www.doaj.org>
- Start an open-access journal
  - Guidelines available through the OSCP web site

# Hybrid journal: open access option

- Many commercial and society publishers now have an open access option:
  - Springer Open Choice
  - Wiley's Funded Access
  - Elsevier Sponsored Articles - select titles
  - ACS AuthorChoice
  - American Physical Society's Free to Read
  - AIP Author Select - experimenting with 3 titles
  - .... and more!
- OA fund from OSCP available to encourage authors to publish in these journals

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**ISSN:** 00105082

**Subject:** [Chemistry \(General\)](#) --- [Chemical Technology](#)

**Publisher:** Springer

**Publication fee:** Yes

[Flow, Turbulence and Combustion](#) **Hybrid journal**

**ISSN:** 13866184

**Subject:** [Science \(General\)](#) --- [General and Civil Engineering](#)

**Publisher:** Springer

**Publication fee:** Yes

[International Journal of Rotating Machinery](#) **Open Access**

**ISSN:** 1023621X

<http://doaj.org>

# Monographs, conferences, etc

- **Make materials available openly**
  - Opportunities to collaborate with Wendt and OSCP (e.g. Cryocoolers, Women in Print)
- **Print on-demand**

Stay informed

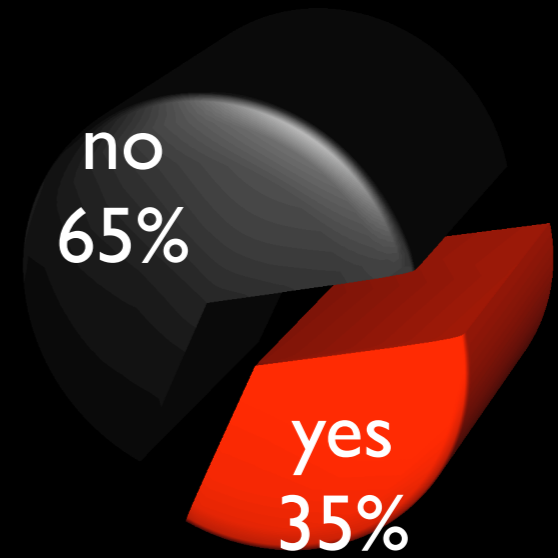
# Wendt: Taking Action

# How do we help transform scholarly communication?

- Communicate
- Collaborate
- Innovate
- Advocate

# What can you do to take action?

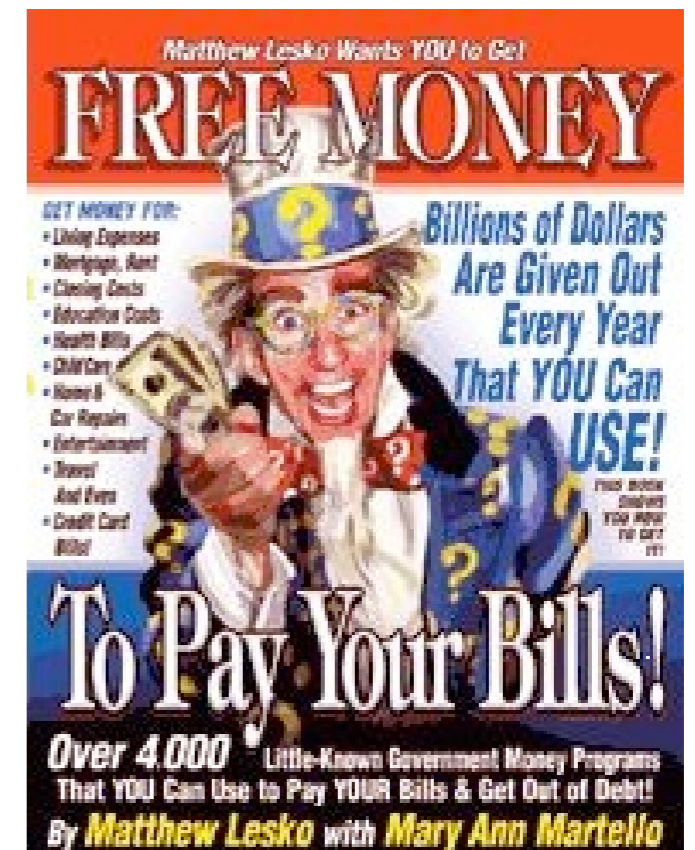
- Become familiar with the basic issues - make them part of your work when possible
- Help get the word out to faculty, researchers and staff
- Let us know about SC related stories within our user communities



# Publishing Projects

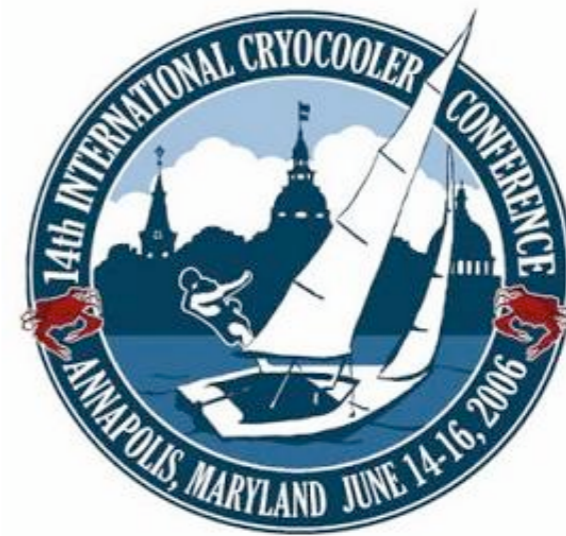
# BibApp Update

- Brittingham Grant
- 2542 “green” articles from IEEE/AIP
- Engaging CoE/other libraries
- New features
- SHERPA/Yeti



# Cryocooler Conference

- Previously published by Springer
  - Lost copyright
  - No electronic version
  - Not indexed
- New model: online open access/print-on-demand
  - Copyright retained
  - Papers accessible via Google, and potentially Compendex/Inspec



# Cryocooler Conference

- Pilot project for OSCP
- Can we build a model to use in the future?
  - What issues will need to be addressed?
    - Infrastructure?
    - Metadata/indexing?
    - Features?
  - Assuming success, hope to continue/  
expand conference proceeding publishing
    - CoE outreach



# OSCP/UWDCC Publishing Efforts

- *Journal of Insect Science*
- Online, OA journal published by since 2005
- Testbed for the library as publisher
  - Develop sustainable, scalable workflow
  - XML → HTML → PDF
  - Open Journal Systems
  - Attempt to build a framework for potential future publishing endeavors



# OSCP/UWDCC Publishing Efforts

- *Networks*
  - Smaller-scale journal project
  - Example of how OSCP can assist
- OSCP as consultant
  - We can't publish everything, but we can provide advice and guidance



*The End*