

The Future of Scholarly Communication: Is There One? --or What Pirates Can Teach Us?

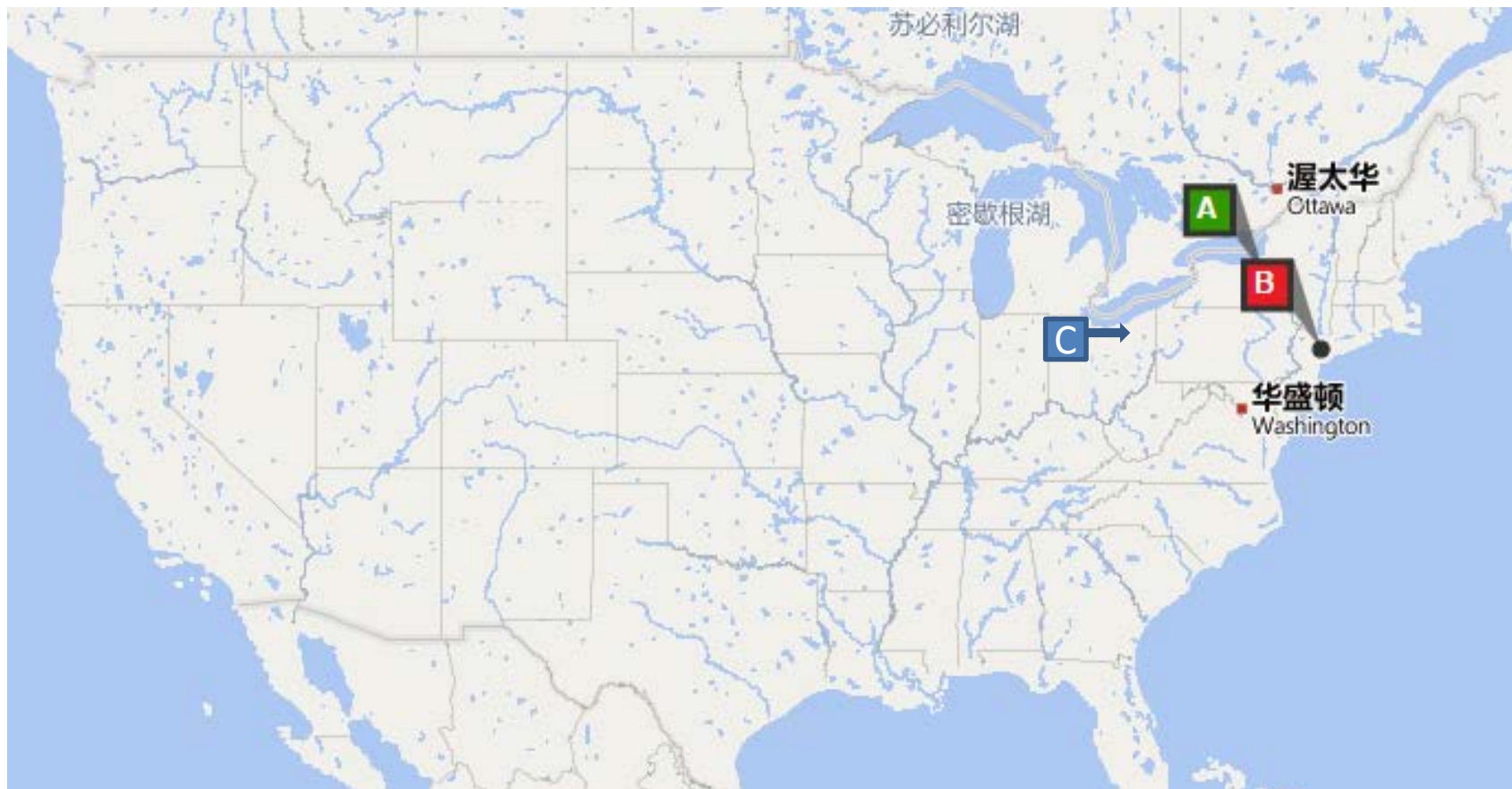
Paul Gandel



SYRACUSE UNIVERSITY

School of
Information
Studies

Gandel - 2105



**Note: the slides appearing
in the version of this
presentation may differ
from the actual slides in
your packets**

A Outrageous Proposal!

But first the journey...



What Makes a Pirate A Pirate?



Pirate Organizations attack the monopolistic status quo—old order



Who was a pirate was a matter of perspective...

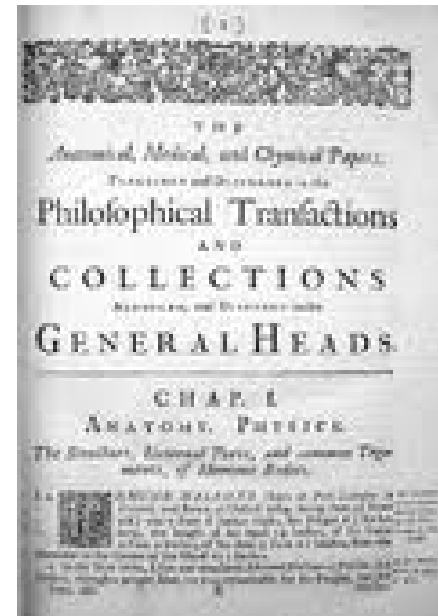
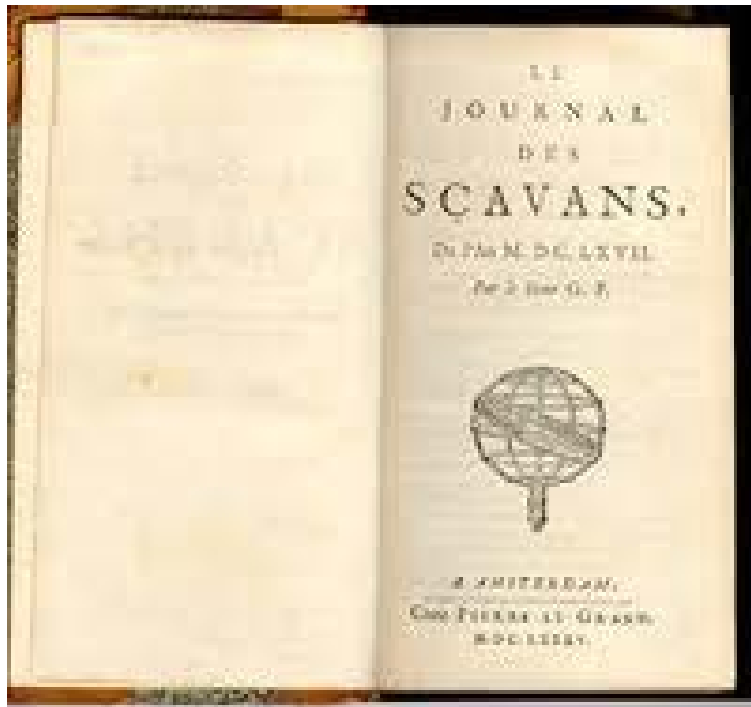


Another Old Order Under Attack... Scholarly Publishing



Scholarly Publishing

Bringing order to the Scientific World—issues of timeliness, paternity...public registry of ideas



Republic of Science

Opening up the Scientific Community?

Jean-Claude Guedon

Journal des sscavans– Denis de Sallo

Philosophical transactions – Henry Oldenburg

A Mutually Beneficial Relationship...

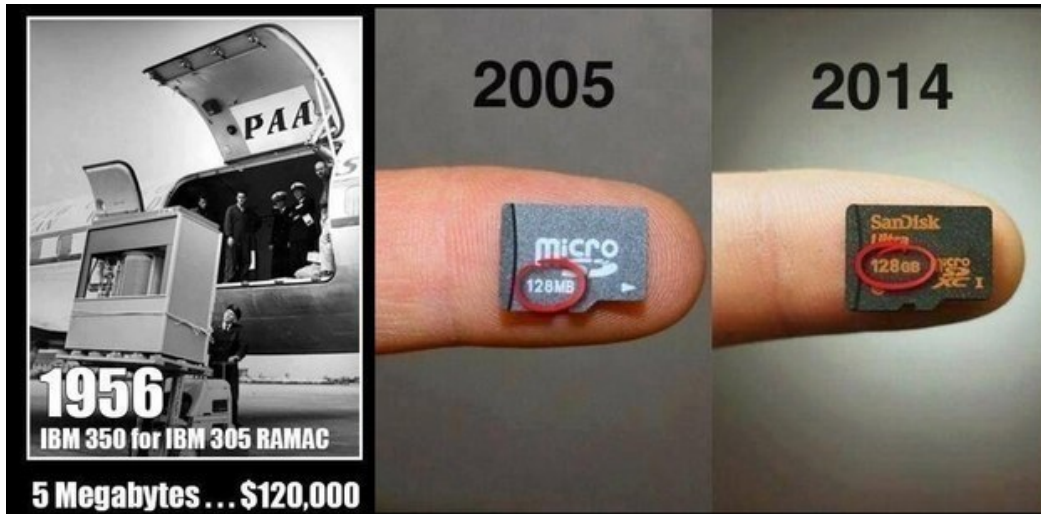
The fact that the publishers control the supply and the libraries the majority of the demand (approx. 75% of the market) leads to what economists refer to as a bilateral monopoly model.

John C. Navin & Jennifer M. Vandever (2011):
The Market for Scholarly
Communication, Journal of Library
Administration, 51:5-6, 455-463

Discovery of a New World

New Boundaries—New Forces!

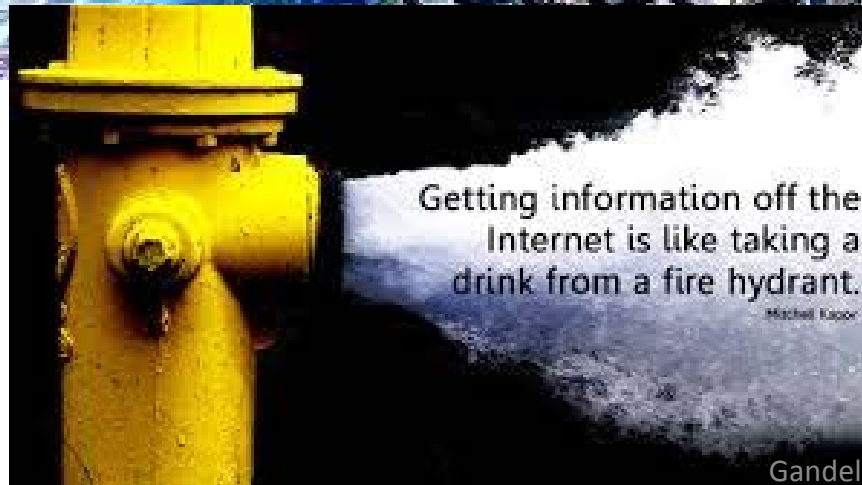
- Information, Communication, Media



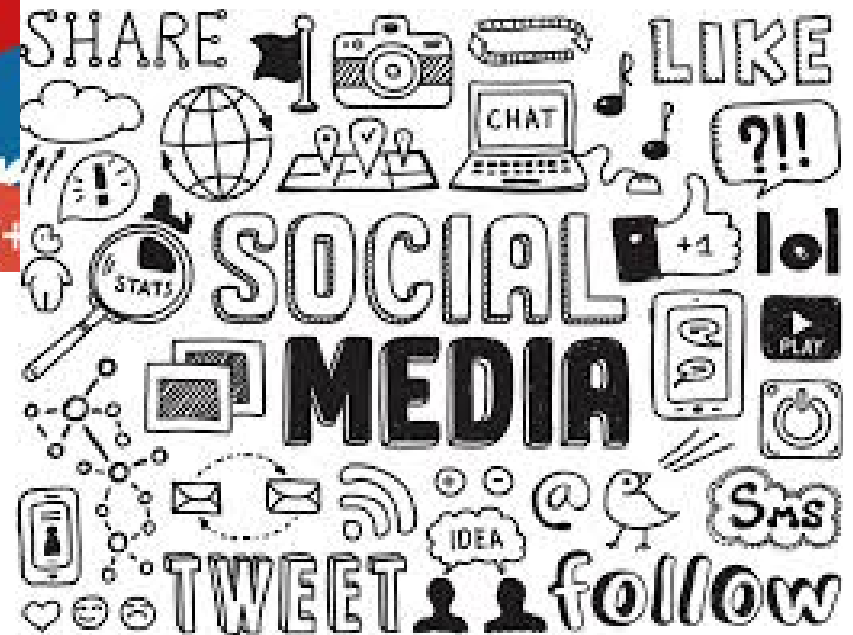
Boundless



Information



Hyper-connectivity



Science as a team sport...



Broad Collaboration

Evolving new systems for exchange of information
New models for collaboration



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About

About DataONE

Data Observation Network for Earth (DataONE) at a Glance

Vision

DataONE will be commonly used by researchers, educators, and the public to better understand and conserve life on earth

Mission

Enable new science and knowledge creation through universal access to data about life on earth and the environment

Overview

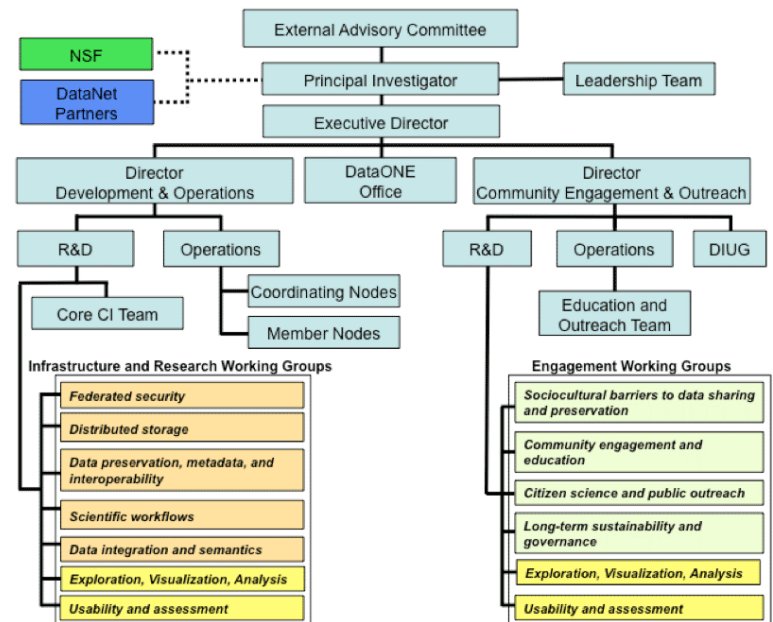
DataONE is poised to be the foundation of new innovative environmental science through a distributed framework and secure access to well-described and easily discovered Earth observational data.

Supported by the U.S. National Science Foundation, DataONE will ensure the preservation and access to multi-scale, multi-boundary data and make biological data available from the genome to the ecosystem; make environmental data available from local to global scales; and engage scientists, land-managers, policy makers, students, educators, and the public.

Most importantly, DataONE is not an end but a means to serve a broader range of science domains both directly and indirectly.

DataONE People and the Organization

DataONE's foundation for excellence is the expertise and established partnerships among participating organizations that have multi-decade expertise in a wide range of scientific domains, including biology, geology, and environmental science, and in data and information management, science synthesis centers, and professional societies.



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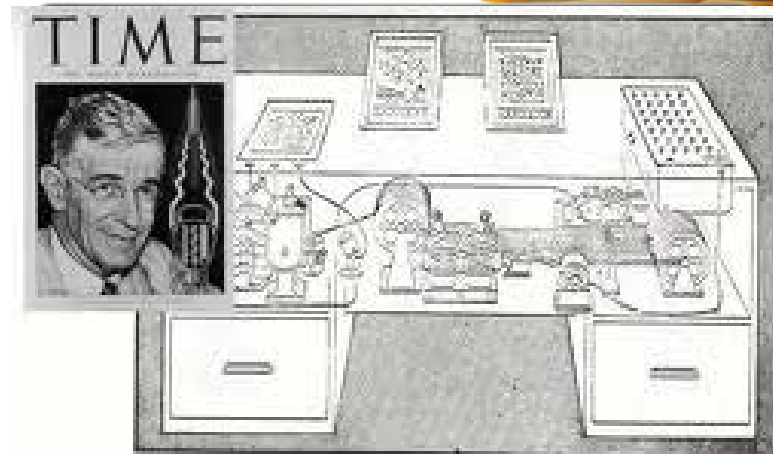
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Moines in the form of a desk would instantly bring files and material on any subject to the operator's fingertips. Slanting transparent sliding screens magnify superimposition filled by code numbers. At left is a mechanism which automatically photographs notes, pictures and letters, then files them in the desk for future reference (LIFE 19610, p. 123).

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on Studies
ERSITY

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LOG IN | Create new account

What is NINES? | Peer Review

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Federated Websites



Networked Authorship

Authorship was an invention
of printing
before writing was
collaborative

New Forms of Publications?

We are delighted to introduce our new open access journal, SoftwareX! SoftwareX publishes open source software and aims to acknowledge the impact of software on today's research practice, and on new scientific discoveries in almost all research domains. Your software will be published as a new scientific publishing format, called Original Software Publications. The first articles have now been published and are available on ScienceDirect.




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Turtur, C. (27th Feb 2012).

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We strongly encourage all members of **Philica** to prove to us that they are bona fide professional researchers as this helps build trust. For users, there are a couple of other big incentives to get confirmed status:

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- Confirmed members get a nifty little icon (✓) that appears every time their name is seen, and on their reviews. This means people are much more likely to trust what they say.

As soon as you are confirmed, all the benefits of confirmation appear immediately and are retrospective — this means that your confirmed status icon will appear on all the entries you have submitted, even if you submitted them before becoming confirmed. Similarly, any reviews you wrote before becoming confirmed will immediately gain extra weight.

To get confirmed status

Philica membership is available to all professional researchers, both academic faculty (lecturers, professors) and research staff (research fellows, postdoctoral researchers, governmental and industrial researchers). To confirm your status, please send us a signed letter, on your institution's letterhead paper, stating:

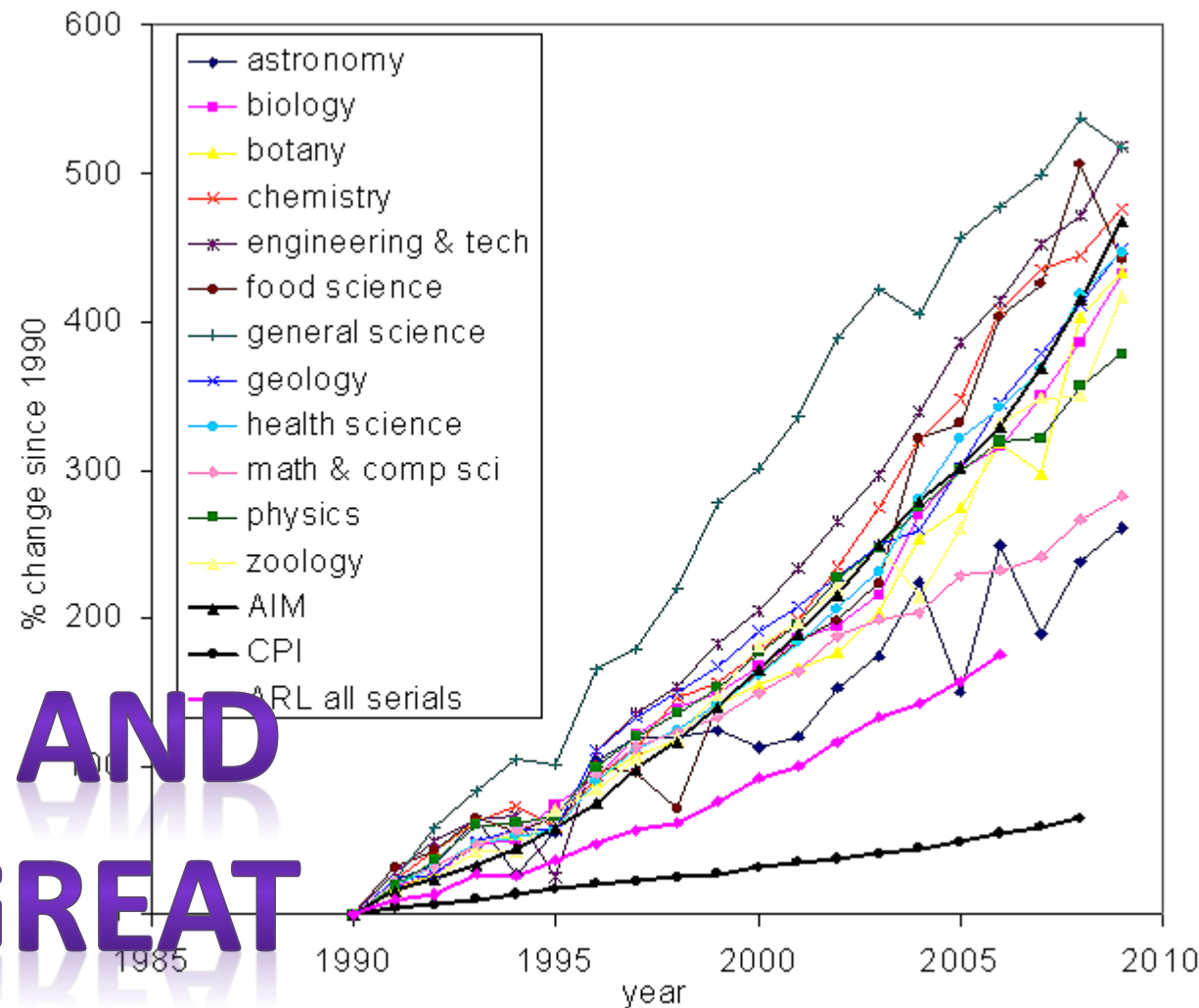
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So what we know...

- Technology and ways to distribute information have completely changed the “old order.”
- Options will continue to expand and the amount of information available will become increasingly unmanageable
- The pressure for change will continue to increase
- So...

Publishers...



**BUNDLE AND
ENJOY GREAT
SAVINGS!**

INFORMATION WANTS TO BE **FREE***

Academic publishers make Murdoch
look like a socialist
George Monbiot

Academic publishers charge vast fees to access research paid for by us. Down
with the knowledge monopoly racketeers

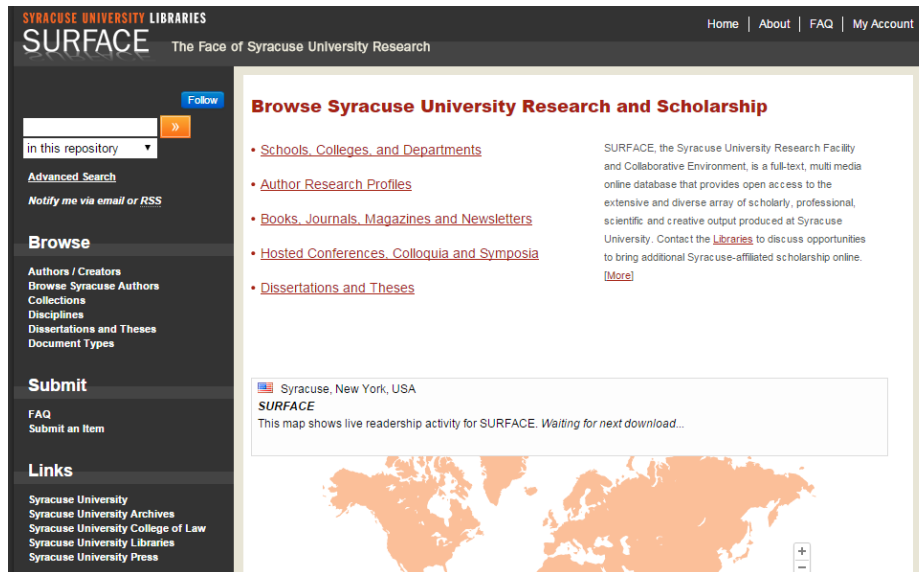
Today's Academic Pirates...



Open Access

And Libraries?

Open Access Green



The screenshot shows the SURFACE website, which is the Syracuse University Research Facility and Collaborative Environment. The header includes the SURFACE logo and the tagline "The Face of Syracuse University Research". Navigation links for Home, About, FAQ, and My Account are in the top right. A sidebar on the left contains sections for "Follow" (with a search bar and "in this repository" dropdown), "Advanced Search", "Notify me via email or RSS", "Browse" (with links to Authors / Creators, Browse Syracuse Authors, Collections, Disciplines, Dissertations and Theses, and Document Types), "Submit" (with a FAQ link and "Submit an Item" button), and "Links" (with links to Syracuse University, Syracuse University Archives, Syracuse University College of Law, Syracuse University Libraries, and Syracuse University Press). The main content area is titled "Browse Syracuse University Research and Scholarship" and lists several categories: Schools, Colleges, and Departments; Author Research Profiles; Books, Journals, Magazines and Newsletters; Hosted Conferences, Colloquia and Symposia; and Dissertations and Theses. A paragraph describes SURFACE as a full-text, multi-media online database providing open access to a wide range of scholarly, professional, scientific, and creative output. A "More" link is provided. Below this, a map of Syracuse, New York, USA, is shown with the text "SURFACE" and "This map shows live readership activity for SURFACE. Waiting for next download...". At the bottom of the map is a small orange globe icon.

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SURFACE The Face of Syracuse University Research

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SURFACE

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Issues!

Quality by Opinion?



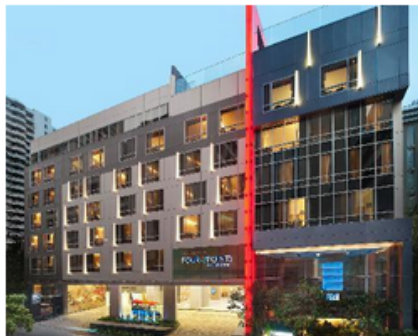
Four Points By Sheraton Bangkok, Sukhumvit 15

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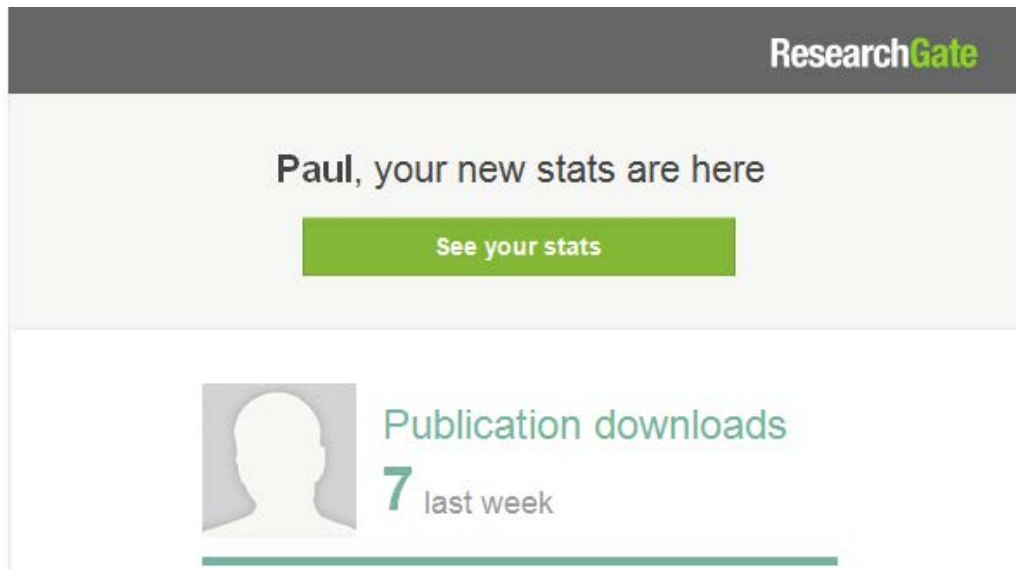
"Nice hotel , great locations"

reviewed yesterday

Like2traveloverseas San Jose, California

As Peer Review Becomes a Networked Activity

- What are the trust metrics?
- Incentives for participation—group decisions tend to be better when individuals have nothing to gain from individual decision and everything to gain from a correct group decision (Sunstein, 2006)



The New Frontier...

- There is no regulating body that monitors the reliability of what is on the Internet
- “These files make no claims to be profound scholarship or deep criticism, and necessarily sometimes reflect my own views.” (notice on a literary review site)

OR IS IT?

Good to be Bad? Distinguishing between Positive and Negative Citations in Scientific Impact

AUG

12

All citations in scientific papers are not created equal. Towards a more accurate metrics of scientific performance

Hi Prof. Artal. I am a graduate student often confused with the art of publication of scientific papers, in particular on citations. Should I cite only the previous papers that helped me with my research or also those that I found clearly wrong or even presenting misleading results? Bruno, Perugia, Italia.



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THING AS BAD
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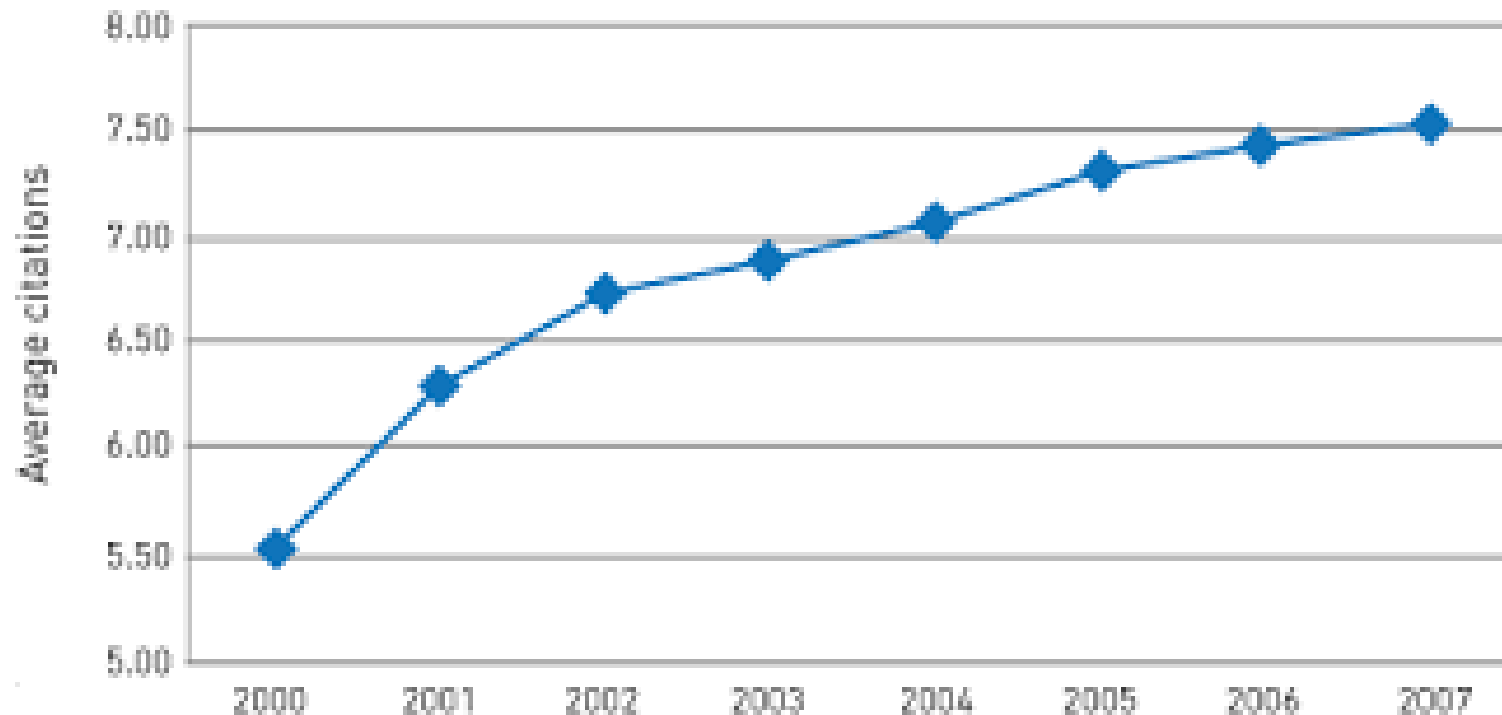
Brendan Behan
Irish Dramatist

Researcher claims to have answer to negative citations

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The Rich Get Richer

- The Mathew Effect—Them that get cited get cited more....(Merton, 1968, 1988).



Freedom of Opinion?

Court File No.: CV 12/702575

**ONTARIO
SUPERIOR COURT OF JUSTICE**

BETWEEN:

EDWIN MELLEN PRESS LIMITED

Plaintiff

and

DALE ASKEY and McMASTER UNIVERSITY

Defendants



NOTICE OF ACTION



How do you know a journal is legitimate?



SCIENCE & ENVIRONMENT

13 February 2015 Last updated at 11:25

Google's Vint Cerf warns of 'digital Dark Age'

Publishers and Open Access

Open Access - Gold

Vouchers?

OPEN ACCESS PUBLISHING VOUCHERS AVAILABLE FOR RSC JOURNALS

March 5, 2013



UCSF scholars can publish open access articles at no cost in Royal Society of Chemistry (RSC) journals during RSC's 2013 Gold for Gold program. RSC launched this program to help researchers who want to publish their articles [open access](#) (OA), but lack funds to pay the OA article processing charge (APC). The [Gold for Gold](#) initiative provides all RSC Gold subscribers with voucher codes to make papers available via OA, free of charge. The UC Libraries subscribe to [RSC's Gold package](#), thanks to negotiations by the California Digital Library.

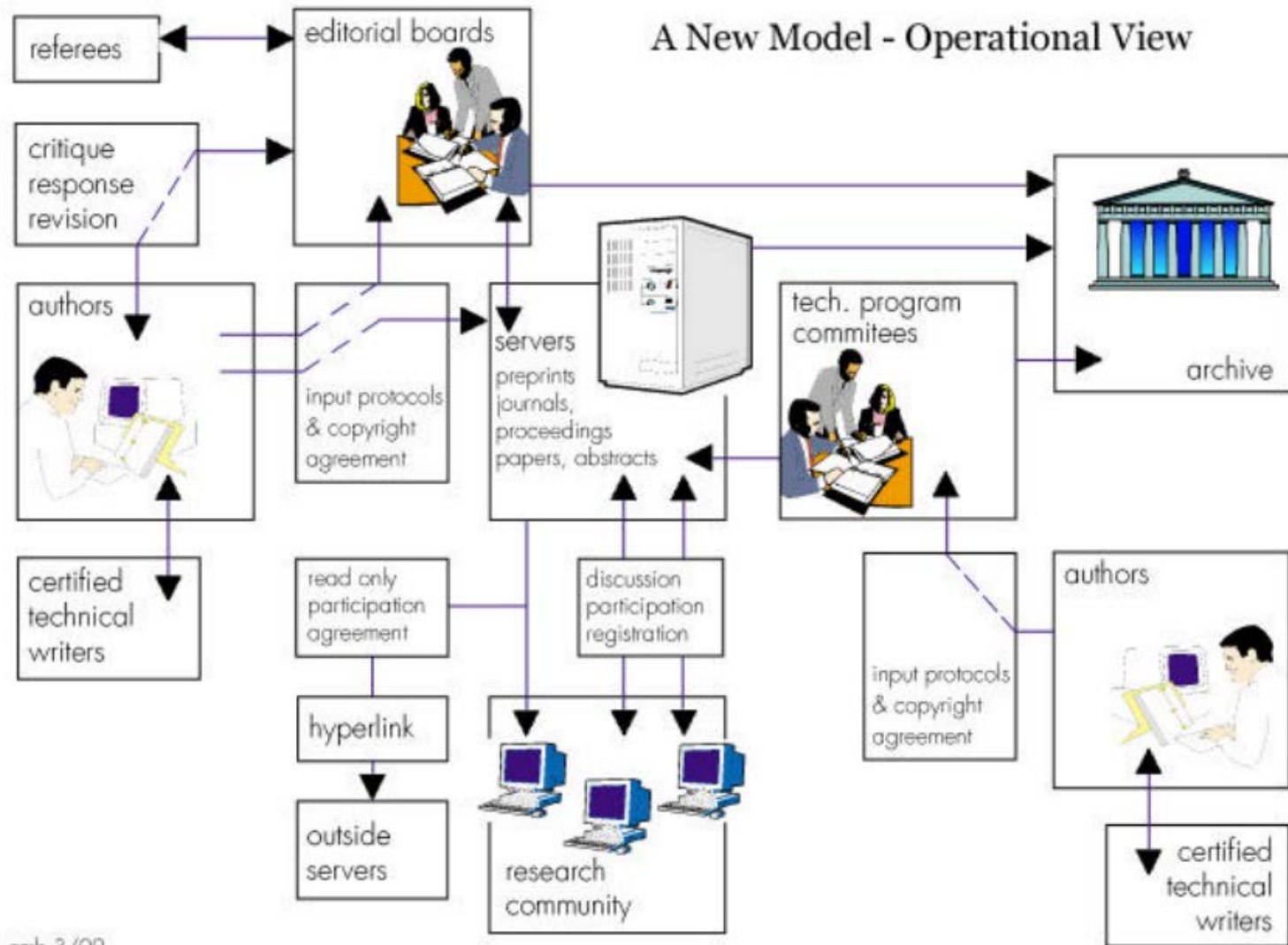
[v/news](#)

U. of California Press builds open-access publishing model around 'paying it forward'

Other Solutions?

- Diamond/Hybrids
- National Libraries
- University Publishers
- ???????

Scholars Forum-CalTech



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INSIDE
HIGHER ED

Researchers, university press directors emboldened by Mellon foundation interest in academic publishing

Submitted by Carl Straumsheim on February 25, 2015 - 3:00am

Furthermore--We Need to Consider...

- There must be costs—information is not free!
- Costs must be controlled
- Scale matters!



GLOBAL

Rankings mislead with unstandardised scores

Kaycheng Soh 29 June 2013 Issue No:278



What can we learn from the music industry?

- Decentralization and freedom of access should not be confused with democratization and empowerment
- In the music industry, as with scholarly publishing, the competition for attention in a cacophony of forms and formats is exponentially increasing
- Attention can still be controlled by a few—and not always in a good way—American Idol!

So Will There be a Tomorrow?

What IF?



The New Business Model...

- New Publishing Paradigms
- Where We are Headed?

Why NOT?





The Future Reality....

(and challenge)

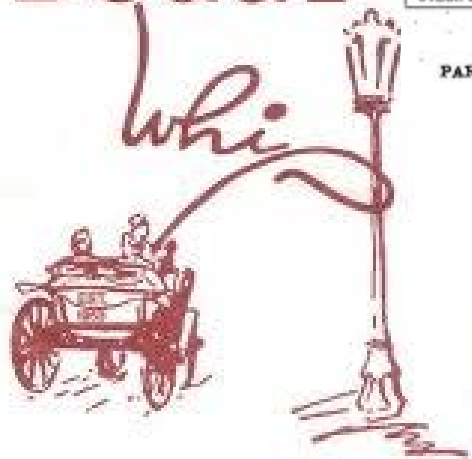
Scholarly publishing can no longer be about managing information but about managing and preserving connections to resources—people, data, information, etc.

MEMBERS!

Pro-Active!

Fateful Purposes

The
BUGGY



Another Cut in-Prices.

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The stakes are too high to fail!

How Aaron Swartz paved way for Jack Andraka's revolutionary cancer test

Jack Andraka's breakthrough pancreatic cancer test would have never come about were it not for access to online journals -- what Internet guru Aaron Swartz was promoting before his death. Andraka "religiously" used free online academic journals in the research because "in most online databases, articles cost about \$35, and there are only about 10 pages."

Massoud Hayoun | Posted: Jan 29th, 2013

Thanks...

pgandel@syr.edu