Emerging from the Chrysalis - Transforming Libraries for the Future

Keynote talk at CONUL 2017
Athlone, Ireland
http://conference.conul.ie/
31 May 2017
#conulac17

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SLIDES: https://www.repository.cam.ac.uk/handle/1810/264492
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.listserv.vpiej-I/BoKENhK0_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](https://www.youtube.com/watch?time_continue=23&v=XluovrUA6Bk)
Promises, promises

.... “I promise”, he said.
Journals started going online

• 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](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
• 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/
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 Sqnise  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 4,000 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
Changing innovations

https://101innovations.wordpress.com/
A complete ecosystem

Collection
Workflow type

Workflows
virtual suite

101 Innovations in Scholarly Communication-
http://innoscholcomm.silk.co/page/Elsevier
Hi Danny,

As a published author, you've got a wealth of great data along with your articles - but is it getting seen?

When you publish your research datasets on Mendeley Data, your work gets wider distribution and visibility, without compromising security or losing access to previous versions. And you get the credit and reputation you deserve.

Mendeley Data is a secure cloud-based repository where you can store your data and make it easy to share, access and cite, wherever you are.

With Mendeley Data, you can:

- Make your research data citable
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- Keep access to all versions

Log in today and see how Mendeley Data helps you - and your work - stand out in the crowd.

Publish your data

Questions?
Tweet us @MendeleySupport or contact our friendly support team and we will get back to you as soon as possible.
Continued existence ‘by grace of Elsevier’

“But Elsevier bought Mendeley and SSRN, and they’re OK, aren’t they?”

May 10, 2017

This tired old argument came up again on Twitter this evening, in light of Elsevier’s me-too announcement of a preprint archive:

Brian Nosek: Elsevier enters the biology #preprints space: https://www.elsevier.com/solutions/ssrn/biorn
Me: KILL IT WITH FIRE
Brian Lucey: I’ve used SSRN from its inception. Never ever felt it as anything but useful. That’s not changed with Elsevier.

And elsewhere in the same thread:

Me: We want preprints to be supported by community-owned initiatives that will not try to take total control.
William Gunn: Well, you said the same stuff about Mendeley and it wasn’t true then, either, so...

So what’s the problem? Mendeley and SSRN are still around, right

Yes, they are. But they continue to exist only by the grace of Elsevier. At any moment, that could change. And here’s why.

https://svpow.com/2017/05/10/but-elsevier-bought-mendeley-and-ssrn-but-theyre-ok-arent-they/
It seems to be working

RELX saw revenues shoot 15% higher during 2016, to £6.9bn, reflecting the positive impact of sterling weakness. But a 4% organic sales rise underlines the success of RELX’s ongoing transformation drive (the company was formerly known as Reed Elsevier) as it moves to digital data services and away from traditional print formats.

“2 stunning growth stocks that could make you rich”
– Aol, 19 April 2017
http://www.aol.co.uk/money/2017/04/19/2-stunning-growth-stocks-that-could-make-you-rich/
It is not just Elsevier

Image: Chris FLICKR CC-BY-NC
Service provided by Wiley

Find open access policies easily

Wiley makes it easy to ensure compliance with your funder and/or institution requirements. Select your funder or institution below then select your journal of choice to see how to comply with open access policies or mandates.

For more information, visit Wiley's Open Access page.

Author Compliance Tool

https://authorservices.wiley.com/author-resources/Journal-Authors/licensing-open-access/open-access/author-compliance-tool.html
Higher Education Services and Solutions for the Entire Student Journey

Today there is extraordinary competitive pressure and the need to demonstrate outcomes. Institutions must increasingly excel at attracting, supporting, and retaining students. To make this more challenging, they must do it with less. We bring comprehensive higher education services and learning solutions that leverage our people, processes, and technologies. By so doing, we are able to measure, analyze, and optimize processes with a focus on our partners’ success.

http://wileyedsolutions.com/services/student-retention-services
(Sent in April 2017)

Please allow me to introduce myself. My name is XXXXXXX and I work for the scientific publisher Nature Research, where I am the Institutional Partnerships manager for the UK and Europe. I am responsible for working closely with senior management throughout public sector research intensive organisations to build new business-centred partnerships that utilise the expertise, services and solutions from the Nature Research portfolio.

I would like to speak with you about ways Nature Research can support your role at the University of Cambridge and offer our expertise and solutions in science publishing, communications and grant funding applications.
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."


• 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
• 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
Resistance

• 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
We are loud and proud

• "2016 - That was the year that was" - https://unlockingresearch.blog.lib.cam.ac.uk/?p=1172
• "2015 - That was the year that was" - https://unlockingresearch.blog.lib.cam.ac.uk/?p=451
• "Further developing the library profession in 2016" - https://unlockingresearch.blog.lib.cam.ac.uk/?p=1228
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

"Europe’s Future" by "Paul Nine-O" is licensed under "CC-BY"
We can’t leave it there!!!

• Look, publishers are just doing what all other big industries are doing.
• Who owns your data?
  – Facebook
  – Twitter
  – Google
  – Amazon
• The problem is if tech companies take over the world it gets built in their reflection.
Big brother is watching

Data we process when you use Google

- When you search for a restaurant on Google Maps or watch a video on YouTube, for example, we process information about that activity – including information like the video you watched, device IDs, IP addresses, cookie data and location.
- We also process the kind of information described above when you use apps or sites that use Google services like ads, Analytics and the YouTube video player.

Why we process it

We process this data for the purposes described in our policy, including to:

- Help our services deliver more useful, customised content such as more relevant search results;
- Improve the quality of our services and develop new ones;
- Deliver ads based on your interests, including things like searches you’ve done or videos you’ve watched on YouTube;
- Improve security by protecting against fraud and abuse; and
- Conduct analytics and measurement to understand how our services are used.

Can you remember anyone’s phone number?
Publishers are being threatened too...

https://www.researchgate.net/home
And to a lesser extent
Let the games begin

Elsevier Wants $15 Million Piracy Damages From Sci-Hub and Libgen

BY ERNESTO ON MAY 18, 2017

‘Pirate’ sites Sci-Hub and LibGen face millions of dollars in damages in a lawsuit filed by Elsevier, one of the largest academic publishers. Elsevier has requested a default judgment of $15 million against the defendants for their "truly egregious conduct" and "staggering" infringement.

Two years ago, academic publisher Elsevier filed a complaint against Sci-Hub, Libgen and several related "pirate" sites.

The publisher accused the websites of making academic papers widely available to the public,
Who does this threaten?

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
Thanks!

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