Disseminating (and Taking Control of) Your Scholarly Research

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Disseminating
(and Taking Control of)
Your Scholarly Research

Paul Royster, Coordinator of Scholarly Communications
for Animal Science Department
January 14, 2009
Faculty Priorities

1. Publish in the most prestigious journals possible to improve your chances for tenure, promotion, etc.

2. Disseminate your work as widely as possible to enhance its impact and recognition, and your reputation.
Typical Contract Language

“I hereby assign and transfer to PUBLISHER all rights of copyright ownership to the article/chapter, including without limitation all rights of reproduction, derivation, distribution, sale, and display of the work, in whole or in part, including recompilation, in any and all forms of media now or hereafter known, including digital media, as protected by the laws of the United States and foreign countries. These rights will become the property of PUBLISHER from the date of acceptance of the article/chapter for publication and extend for the life of the copyright.”
Can you ...

Post it on your website? No
Distribute it to your students? No
Sell the film rights? No
Publish a translation? No
Include it in a collection? No
Make it available for free? No

Not without the publisher's permission!
Your interest:
Maximize dissemination

• Online
• Free access
• Full text
• Immediate
• Worldwide, 24 / 7 / 365
• Google-searching
• Permanent hosting
• No log-in, sign up, or registration required
• Linkable top-level URL
  (not a Java-based search string--"the URL from hell")
The URL from hell -- ?

http://0-web.ebscohost.com.library.unl.edu/ehost/viewarticle?data=dGJyMPPp44rp2%2fdV0%2bnjisfk5le46bNKr6elT7ak63nn5Kx54dfii%2bPX8Hvmtq9Irai3R7CmrICep7hMsbCyTJ7Gyz7y6N%2bG8dfhjOf7IH;is6tJsK2yTbKmr1CvnOp57N27feyc8YS76et58OrqgezhpH7t6Ot58rPkjeri8n326qR84LPfiOac8nnls79mpNfsVbGorlG3p7VL&hid=22
Publisher’s interest: Maximize revenue

How they make money …

denying access to those who don’t pay.

Pricing is based on …

“what the market will bear.”
The Balance of Power

Please publish me?

Give me money!!!
More money!!!
Two Positive Developments

1. Digital Revolution

2. Open Access
"Freedom of the press is guaranteed only to those who own one."

A. J. Liebling (1904 - 1963)

But now we all have the means to publish on our desktops:
In the early 2000s, many publishers began to fear the government would attempt to exert control over publication of the research it has funded, so they opened the door just a crack as a way of "inoculation."
"Inoculation"

Inducing a mild case of a disease in order to acquire immunity to a more serious disorder.
Publishers’ "Inoculation"

To head off government intervention, commercial publishers such as Elsevier, Wiley, Blackwell, Taylor & Francis, Springer, et al., began to allow authors to post manuscript versions of their articles on their own or their institution's websites, figuring that most authors would not take the trouble.
**Were they right?**

**No** -- The government intervened anyway, making it mandatory for NIH-funded research to be made publicly accessible (although the large publishers are still fighting this).

**Yes** -- Most authors do not take advantage of this loophole.
So how can my work be made open access (OA)?

1. Publish in an OA journal

2. Publish in a restricted access journal and pay the publisher a per-article OA fee

3. Archive in an OA repository
Open Access Journals

**Type 1**: Free to users; author pays page fees to publish

**Type 2**: Free to users, and author does not pay to publish
I might have to pay ?!? 

Many traditional restricted access journals also impose “page fees” for publication. In the case of *Science* or *PNAS*, page fees can range as much as $1500 per page.

Paying a commercial publisher to make an article open access on a per-article basis can run as much as $3000.
How do I find an OA journal?

• Public Library of Science (fee-based)

• BioMed Central/BMC (fee-based; recently bought by Springer)

• DOAJ: Directory of Open Access Journals lists 3,710, OA journals, a significant portion of which do not charge publication fees.

   -- It lists 57 for "animal sciences"
Open Access through **Self-Archiving**

The fastest and most economical way to make your work open access is by **self-archiving** in an open access repository:

- **Subject repository:** e.g., arXiv
- **Institutional repository:** e.g., UNL Digital Commons

"Every man his own Gutenberg."
To archive in the UNL Digital Commons, we want:

• Your permission

• The publisher’s permission

• A publication list or vita (optional, but extremely helpful)

We will do the rest -- taking the “self” out of self-archiving.
The Good Guys

Some publishers allow you to post the published version of your article on your own website or institutional repository:

American Physical Society
Company of Biologists
University of Chicago Press
IEEE
American Astronomical Society
American Library Association
American Mathematical Society
Am. Soc. Agricultural & Biological Eng.

American Society of Microbiologists
Cambridge University Press
Duke University Press
Soil Science Society
Research Council of Canada
Animal Science Association
Society of Mammalogists
Entomological Society of America
Less than perfect, but better than some, these publishers have given authors permission to self-archive an “author’s version,” but not their exact publisher’s version:

Elsevier  
Springer Verlag  
Institute of Physics  
Oxford University Press  
Lippincott  
Nature Publishing Group  

John Wiley & Sons  
Taylor & Francis  
Sage Publications  
American Psychological Society  
National Academy of Sciences  
American Society of Civil Engineers
Just Evil

These publishers do not allow full-text self-archiving of any versions:

- American Chemical Society
- American Sociological Association
- American Society of Mechanical Engineers
- Karger Publishers
- Geological Society of America
- American School Psychology Association
- CSIRO (Australia)
How do I find out a publisher's policy?

- Publisher copyright policies & self-archiving (SHERPA/RoMEO)
  http://www.sherpa.ac.uk/romeo.php?all=yes

- Journal Policies - Self-Archiving Policy By Journal
  http://romeo.eprints.org/

- Publisher's website: look for "permissions" or "copyright agreement"
The Federal Employee loop-hole

Works with a US federal government employee as author or co-author are not subject to copyright.

This means they can be posted regardless of the publisher’s policy.

Includes NIH, NASA, NOAA, USDA, USFWS, USGS, VA, CDC, etc., etc.
Negotiating your rights

- Everything is negotiable until the contract is signed.
- You may wish to try to retain the copyright in your name, or reserve the right to post the article in a repository.
- We can give you language for addenda that can be attached to a contract before you sign it.
Myths

“The publisher must own the copyright.”

Not true: content can be published and protected under many forms of agreement, including Creative Commons license, "permission to publish," etc.
New Balance?

I publish when and what I like … squeek

Please buy my journal… mrrrow
UNL DigitalCommons

- Open access institutional repository
- Started in June 2005
- Currently the 3rd largest in United States
  1. Michigan Deep Blue 44,771 articles
  2. Ohio State Knowledge Bank 33,590
  3. UNL DigitalCommons 30,477
  4. MIT Dspace 30,024
  5. U. of California Digital Library 26,187

- In 2008, furnished 1.2 million downloads of OA articles
- 75% of downloads come via Google searches
- Users in more than 120 countries
Animal Science Department

Dissertations in Animal Science

2007
- Attenuation of Ruminal Methanogenesis, Eric J. Behlke
- Songs of the Wild: Temporal and Geographical Distinctions in the Acoustic Properties of the Songs of the Yellow-Brushed Chat, Jackie L. Canturbury
- Development of a Set of Forage Standard to Estimate In Vivo Digestibility of Forages and Prediction of Forage Quality of Diete Consumed by Cattle Grazing Nebraska Sandhills Range Pastures, Bobbi Gene Galort

2006
- FACTORS INFLUENCING OFF-FLAVOR IN BEEF, Jennie Marie James Hodgen

2009
- Strategy for the Conservation of Non-Game Birds in the State of Nebraska, Jacqueline Lee Canterbury
In 2008, UNL DigitalCommons furnished:

<table>
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<tr>
<th>Downloads</th>
<th>Description</th>
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<tbody>
<tr>
<td>1,612</td>
<td>downloads of 5 Animal Science dissertations</td>
</tr>
<tr>
<td>10,299</td>
<td>downloads of 453 Animal Science faculty articles</td>
</tr>
<tr>
<td>12,326</td>
<td>downloads of 497 <em>Nebraska Beef Cattle Reports</em> articles</td>
</tr>
<tr>
<td>4,112</td>
<td>downloads of 159 <em>Nebraska Swine Reports</em> articles</td>
</tr>
<tr>
<td>7,026</td>
<td>downloads of 258 <em>Range Beef Cow Symposium</em> articles</td>
</tr>
<tr>
<td>210</td>
<td>downloads of 43 Animal Science Dept newsletters</td>
</tr>
<tr>
<td>13,036</td>
<td>downloads of 234 USDA-ARS faculty articles</td>
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</table>

Total = 48,621 downloads
Benefits

• Immediate, 24/7, worldwide, free electronic dissemination

• Access from any web connection (airport, in-laws, cafe, et al.)

• Permanent archival storage (even if you retire, change jobs, etc.)

• Reasonable-length URL, linkable from any email, MS Word, html, or PowerPoint document, e.g.
  
  http://digitalcommons.unl.edu/animalscifacpub/453/

• Monthly download reports by email

  (and we do all the work – except writing the articles)
## Current Participants

<table>
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<th>Name</th>
<th>Articles</th>
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<tbody>
<tr>
<td>D. Van Vleck</td>
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<td>R. Johnson</td>
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<tr>
<td>A. Cupp</td>
<td>44</td>
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</tbody>
</table>

-- plus articles from *Beef Cattle Reports, Swine Reports, Range Beef Cow Symposium*, & works co-authored with USDA or participating faculty
My wish list?

Faculty vitae & permissions
(have found various articles by Klopfenstein, Beck, Miller, Pomp, Calkins)

More new dissertations & theses
(encourage your students)

(non-encrypted Swine Reports)
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tel: 402 472-3628

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LOONEY TUNES

"That's all Folks!"

A WARNER BROS. CARTOON