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.
“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")
http://0-web.ebscohost.com.library.unl.edu/ehost/viewarticle?data=dGJyMPPp44rp2%2fdV0%2fbnj
isfk5le46bNKr6e1T7ak63nn5Kx54dfii%2bPX
8Hvmtq9Irai3R7CmrlCep7hMsbCyTJ7Gyz7
y6N%2bG8dfhjOfl7IHis6tJsK2yTbKmr1Cvn
Op57N27feyc8YS76et58OrqgezhpH7t6Ot5
8rPkjeri8n326qR84LPfiOac8nnls79mpNfsVb
GorlG3p7VL&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:
Open Access

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.
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
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.
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
CSIRO (Australia)

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
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
  - *Sings of the Wild: Temporal and Geographical Distinctions in the Acoustic Properties of the Songs of the Yellow-Breasted Chat*, Jackie L. Cartterbury
  - *Development of a Set of Forage Standard to Estimate In Vivo Digestibility of Forages and Prediction of Forage Quality of Diets Consumed by Cattle Grazing Nebraska Sandhills Range Pastures*, Bobbi Gane Geisert

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

- **2000**
  - *Strategy for the Conservation of Non-Game Birds in the State of Nebraska*, Jacqueline Lee Canterbury
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4,112 downloads of 159 *Nebraska Swine Reports* articles
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210 downloads of 43 Animal Science Dept newsletters
13,036 downloads of 234 USDA-ARS faculty articles

Total = 48,621 downloads
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• 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

D. Van Vleck 304 articles
R. Johnson 26 articles
A. Cupp 44 articles

-- 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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LOONEY TUNES

"That's all Folks!"

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