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12+ Years an IR Manager

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12+ Years an IR Manager

Paul Royster
Heartland Users Group Meeting, Rolla, MO
October 12-13, 2017
Disclaimer

What you are about to hear and see are my own personal opinions.

It is **not** the approved or accepted official policy of the University of Nebraska-Lincoln Libraries.

I am solely personally responsible.
First of all …

It’s wonderful to be here.
I am delighted that all you all came out.
I will do my best to educate or entertain.

“Bless your hearts.”

“It’s wonderful to be here,
It’s certainly a thrill.
You’re such a lovely audience,
We’d like to take you home with us.”
Secondly,

I admit to being an elderly white man, an anachronism, a veritable Dodo (*Raphus cucullatus*).

But, if I have learned anything, it is

“You got to be who you are.”
So, why me?

Why Nebraska?
Our University

- Established 1869
- 6 blocks from state capitol
- 24,500 students, 1650 faculty, 3700 staff
- Degrees awarded: 3700 BA, 800 master’s, 300 PhDs
- **Annual budget:** $1.2 billion $1.12 billion (after budget cuts)
- **Research budget:** $250 million
- **Library budget:** $15 million
- Institutional repository started in 2005
#6 Institutional; #3 University

## Top Institutionals

<table>
<thead>
<tr>
<th>World Rank</th>
<th>Portal</th>
<th>Country</th>
<th>Size</th>
<th>Visibility</th>
<th>Files Rich</th>
<th>scholar</th>
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<td>1</td>
<td>(1) Smithsonian/NASA Astrophysics Data System</td>
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<td>24</td>
<td>21</td>
<td>3</td>
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<td>9</td>
<td>HAL Institut National de Recherche en Informatique et en Automatique Archive Quaartz</td>
<td></td>
<td>39</td>
<td>10</td>
<td>17</td>
<td>43</td>
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<tr>
<td>10</td>
<td>HAL Sciences de l'Homme et de la Société</td>
<td></td>
<td>96</td>
<td>19</td>
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</tbody>
</table>
The university’s **most-visited** site:

16% of all web traffic!
I am an academic child. Born at Auburn; raised at University of Kentucky. Son of a professor of mathematics, department chair, dean, and vice-president; mother was an M.A. in math; graduated from college at 19. My only sibling (brother) attended Sewanee (B.A.) and LSU (PhD), taught math at UT-Austin, UNC-Charlotte, and now at UK.

I worked 20+ years in publishing for non-profit in NYC (Library of America), commercial (Barron’s Educational Series), and scholarly (Yale UP and U. of Nebraska Press).

Just for the sake of honest disclosure: I was fired from 2 of these jobs.
Me in 2005

“On the beach” (i.e., soon to be unemployed) in Lincoln, Neb., and UNL Libraries held a national search for a “Coordinator of Scholarly Communications” specifically to manage the new IR just established by Dean Joan Giesecke. I applied because I was applying for everything at that time.

I had family, and I needed a salary and healthcare.

I did the job talk and the interviews and they decided either to hire me or re-open the search. I took a big cut in pay, but I got a nice office and a smart boss.
My mission

1. Recruit content and faculty participation for the IR

2. Advise on copyright issues

3. Assist collection development decisions
About our IR

274 communities
910 series
94,000 items
79,000+ are free full-text public
44 million downloads (to date)
7 million downloads annually
Annual avg downloads per article


-  20  40  60  80  100  120  140

23  29  54  58  65  88  99  115  102  91  90
Most popular series (past 90 days)

1. Library Philosophy and Practice (e-journal)
2. Historical Materials from UNL Extension
4. Electronic Texts in American Studies (OER)
5. ETDs from Educational Administration
6. Faculty Publications, Management Department
7. Robert Katz Publications (Physics OER, mainly)
8. Faculty Publications, Department of Psychology
9. ETDs from College of Education and Human Sciences
10. Nebraska Law Review (journal)
Most popular item

Sinners in the Hands of an Angry God. A Sermon Preached at Enfield, July 8th, 1741.

556,109 Downloads
January 28, 2011-October 7, 2017

A public-domain open educational resource
A text taught in English, history, religion, & American studies courses and in Sunday schools.
#1 Google result

1. UNL DigitalCommons
2. Wikipedia
3. Yale Scholarly Edition
4. Bible site
5. enotes.com
6. youtube.com
2016 contents by series type
2016 downloads by series type

- Research articles: 40%
- Journals & proceedings: 23%
- Thesis/dissertation: 15%
- Document/circular/report: 12%
- Educational Resource: 3%
- Book: 1%
- Presentations: 1%
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<tr>
<th>Type</th>
<th>Content %</th>
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<tr>
<td>ETDs</td>
<td>6</td>
<td>15</td>
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<tr>
<td>Documents/reports</td>
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<td>12</td>
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<td>1</td>
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<tr>
<td>Presentations</td>
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Avg downloads by item type

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<th>Item Type</th>
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<tr>
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<td>OER</td>
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<tr>
<td>Book</td>
<td>100</td>
</tr>
<tr>
<td>Presentation</td>
<td>50</td>
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</tbody>
</table>
Q: What is the IR’s greatest asset?

A: The trust of the faculty = their willingness to (allow) deposit

TRUST ME

I KNOW WHAT I'M DOING
Participation should be voluntary

I do not believe in creating rules for others to follow.

Inspire, don’t require.

No surer way to erode the faculty’s trust than to place a new burden on them.
Who is the IR’s competition for faculty trust?

Mendeley
SSRN
Academia.edu
ResearchGate
## SSRN vs. UNL’s IR

For total repository

<table>
<thead>
<tr>
<th></th>
<th>items</th>
<th>downloads</th>
<th>/item</th>
</tr>
</thead>
<tbody>
<tr>
<td>SSRN (1994)</td>
<td>708,000</td>
<td>100,000,000</td>
<td>141</td>
</tr>
<tr>
<td>UNL’s IR (2005)</td>
<td>77,222</td>
<td>41,533,256</td>
<td>538</td>
</tr>
</tbody>
</table>

1/9th the content, but almost 4 times the downloads in 1/2 the time.

*SSRN was purchased by Elsevier in May 2016*
Just look at my personal results

I have about 200 items—articles, documents presentations, white papers, and OER’s—in the IR and listed in Academia.edu and ResearchGate.

What were my usage stats for one week last month?
Academia.edu

8 document views

Academia.edu has:

50 million user accounts
18 million papers uploaded
18 employees
ResearchGate – 23 reads!

OMG! I won!!

ResearchGate has:

- 11 million user accts
- 100 million article listings
- 186 employees
- Investors that include Goldman Sachs, Wellcome Trust, & Bill Gates
Meanwhile, back at the ranch:

UNL DigitalCommons = 1,470

<table>
<thead>
<tr>
<th>Day</th>
<th>Views</th>
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<tr>
<td>Tuesday, March 21</td>
<td>197</td>
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<tr>
<td>Wednesday, March 22</td>
<td>242</td>
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<td>Friday, March 24</td>
<td>217</td>
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<td>Saturday, March 25</td>
<td>195</td>
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<tr>
<td>Sunday, March 26</td>
<td>176</td>
</tr>
<tr>
<td><strong>Total, week</strong></td>
<td><strong>1,470</strong></td>
</tr>
</tbody>
</table>
Who are our allies?

92.7% of our referrals come via a Google source.

(2.6% are from Bing)
[ Aside ]

Karl Reinhard, Professor of Environmental Archaeology and Forensic Science:

“My H-index went from 35 to 46!”

Studies mummies and coprolites.
Where (who) are the obstacles?

Our biggest opponents and critics have been ....
not publishers,
not faculty,
not authors,
not students, ....

but:
from within the Library !
Complaints

We can’t do that.
We shouldn’t be doing that.
That’s not what it’s for.
We don’t do that.
Why are we doing that?
Can’t be found in the catalog.
Metadata may be corrupt!
No collection policy.
It’s not a collection.
It’s a service.
Services provided:

permissions & copyright clearance
hunting & gathering
scanning
typesetting
metadata-ing
uploading & posting
usage reporting
promoting
POD publishing

“Beyond Mediated Deposit”
The IR belongs to the faculty.

Not the library, not the university, not the public.
The content does not belong to us!

We didn’t buy it, or rent it, or lease it. We don’t own it. We only have permission to distribute it. Permission can be withdrawn at any time.
We are not gatekeepers ...

arbiters, enforcers, approvers, censors, regulators, or judges.
Don’t build a wall to keep content out!
Err on the side of inclusiveness

Every possible person

Every possible item, regardless of date, format, etc.

EVERYONE IS WELCOME!
Make it easy.

IT'S AS EASY AS... 1 2 3
How do I get my articles into the repository?

1. email me your vita (or publication list)

   proyster@unl.edu

( There is no 2 or 3 )
Give immediate feedback
Accept disorder

Don’t let perfectionism interfere with task completion.

Progress comes out of disorder.
The greatest feeling in life is ... 

The joy of **giving**.

I get that feeling every day at work.

We provide distribution to the overworked and underappreciated faculty.

We provide information to people in the farthest, remotest, and least-served places on the earth.
Things “I jes’ despise”
Supplementary files
Watermarking

e.g.: “Downloaded from http://advances.sciencemag.org/ on March 14, 2017”

Does stamping this on every page increase its authority?

This page (from Hathi Trust) has 3 different watermarks on every page.
Encrypted files

“She came in through the bathroom window …”
My suggestions for good practice

These are suggestions only.

You are the best judge of what is right for your campus and situation.
Maximize Content Upload

This may seem obvious, but it bears emphasizing: *If you are not posting documents, you are not approaching the goal → 100% of scholarship freely accessible online.*

This is ultimately how the struggle to free scholarly communications will be won.

Repositories’ mission: Shovel as much free content as possible onto the Internet.
Maximize content upload (2)

Good!

Better!!
Customizations – Icons & Graphics

Construction Management

Communication Studies

Entomology

Documents in Outer Space Law

Veterinary & Biomedical Science
Expand the user base

Web-stalk and enter co-author emails.
They become users and visitors.
They become proponents of IRs at their home institutions.
Set up automatic alerts

- PubMed Central
- PLOS
- BMC
- Publishers who support Green OA, especially those who allow use of their files.
Do not use the IR to track faculty productivity ...

... if you can help it.
Student workers are a secret weapon.

Work-study: Government pays 80%

Fast learners. Comfortable with copy & paste.
Putting lipstick on the post-prints

We typeset to match for layout and pagination.

Double-spaced Courier just doesn’t seem to project as much authority.

Elsevier’s Gulliver typeface is set at 8 pt, with captions and tables at 6.5 point: Lilliputian.
Don’t be afraid to enhance document presentation or packaging.

Run OCR. Regularize page sizes.

Practice good document design. Don’t be afraid to touch the item; it won’t bite you. Clean up messy files when possible.

Make it as useful and attractive as possible.

MS Word, Adobe Photoshop, Acrobat, etc. all enable some degree of control.
Seize publishing opportunities

Repositories can increase research impact exponentially.

Institutions (or societies) can sponsor low investment journals: no paper, no postage, no inventory, no paywalls, free hosting.

Journals can publish with fast turn-around; no waiting for enough articles to make a full issue.
Zea Books

Monograph publishing imprint

55+ books to date

Reference, ornithology, women’s studies, parasitology, music, art history, native studies, language education, Holocaust studies

e-books are free online (pdf format)

hard-copy print-on-demand paperback & hardcover

“Zea” is the genus of corn (Zea mays)
Time = Now

• To build communications infrastructure **within** the academy
• To give authors ways to retain rights and control re-use
• To disseminate scholarship to the widest possible audience
• To stop supporting the exploiters

"All I'm saying is now is the time to develop the technology to deflect an asteroid."
Publishers tell us:

We are in this together.

We are doing it for scholarship/science.

We have similar interests.

We want to work with you.
But publishers actually do:

Restrict distribution.
Earn extravagant profits (some of them).
Hoard copyrights.
Exploit authors.
Sue libraries over fair use of educational materials.
Circulate misleading advice on copyright issues.
Misrepresent their own motives.
What could the future hold?

- Lower costs
- Bigger audiences
- Faster publication
- Wider distribution
- More available material
- More options to publish
- More control for authors
Will author and publisher ever sit down together at the table of brotherhood?

“Peaceable Kingdom with Two Olives”
© Will Bullas
Asymmetric contest

Publisher vs. Author
You defeat them not by force but by out-adapting and out-surviving them.
Revised:

We are riding the monster. Safe for now, but look out below.
If there are 95,000 educational institutions and 5 large publishers . . .

Who is most likely to prevail?
Repository must be

open
free
non-commercial
ad-free
undefended
abstracted
extractable (i.e. supports “take-out”)
undivided: no 2nd class access
un-watermarked
Two forces are at work

The explosion of creative energy and disruptive innovation, unleashed by technologies of the digital era.

The effort to catalog, classify, regulate, label, organize, and rationalize that explosion.

Does this organizing make it easier for corporate powers to control the output?
The “Wise Men” of Gotham

Attempted to capture a cuckoo by building a hedge around its tree.
"In a certain Chinese encyclopedia entitled *Celestial Empire of Benevolent Knowledge*, it is written that the animals are divided into:

(a) belonging to the emperor, (b) embalmed, (c) tame, (d) sucking pigs, (e) mermaids, (f) fabulous, (g) stray dogs, (h) included in the present classification, (i) frenzied, (j) innumerable, (k) drawn with a very fine camelhair brush, (l) et cetera, (m) having just broken the water pitcher, (n) that from a long way off look like flies."

"The Analytical Language of John Wilkins" (1952)
“There is no classification of the Universe that is not arbitrary and full of conjectures.

The reason for this is very simple: we do not know what thing the universe is.”

Ibid.
Pie Chart Model of the Universe

Unreal stuff we cannot know:

“hoodoo”
superstition
emotion
fear
chance
luck
karma
magic
miracles
unexplainable phenomena
transeptent mysteries
suspicious & malevolent forces
missing socks
Windows®

Real stuff that we don’t know

What we know

68.3% Dark Energy
26.8% Dark Matter
4.9% Ordinary Matter
Information is like matter

It has gravitational mass. It attracts other information.

It has tendency to accumulate. It has charge, spin, and charm.
There’s a giant server in California

That’s attracting information, crawling with “spiders”, and growing more massive by the hour.

Information parked there is not in a silo, but in a teeming, energy-bursting supernova, spinning off suns, and planets, and comets, asteroids, and (yes) dark holes.
Every article you upload adds to our momentum.
What we are doing is important.

What we are doing is working.

What we are doing will change scholarly communication.

What we are doing will change the academy.

What we are doing will change the world.
In time, we will reach a tipping point and the ground will shift.

Paywalls will not stand.
Information will not be restrained.
Truth will out.
“Paul and Silas bound in jail ...”

And suddenly there was a great earthquake, so that the foundations of the prison were shaken: and immediately all the doors were opened, and every one's bands were loosed.

--Acts 16:26
Moral: Miracles do happen.

Question: Is that your plan?
Answer: No, that’s just my faith.
I recognize

That I am addressing an audience trained to organize, categorize, rationalize, and classify. That’s part of what librarians do.

But we do that not for its own sake, but to give users better access to information.
I am advocating for more disruption.

Unleash the chaotic, uncontrolled, unpredictable, unfettered, subversive creative energy.

Innovation is a cuckoo that can’t be contained in a hedge.

You cannot control the power of 1 billion Internet users; but you can surf on it. You just need to be adaptive and pragmatic.

Change is inevitable. Embrace it. Let’s see where it goes.
Trust yourself. We can do this.
It’s a journey, but we are not alone.

(Inspirational closing slide)
Thank you for your attention and patience.

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@PaulRoyster   
http://digitalcommons.unl.edu