

1-14-2009

## Disseminating (*and Taking Control of*) Your Scholarly Research

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Royster, Paul, "Disseminating (*and Taking Control of*) Your Scholarly Research" (2009). *Library Conference Presentations and Speeches*. 49.

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**Disseminating**  
*(and Taking Control of)*  
**Your Scholarly Research**

**Paul Royster, *Coordinator of Scholarly Communications***

for Animal Science Department

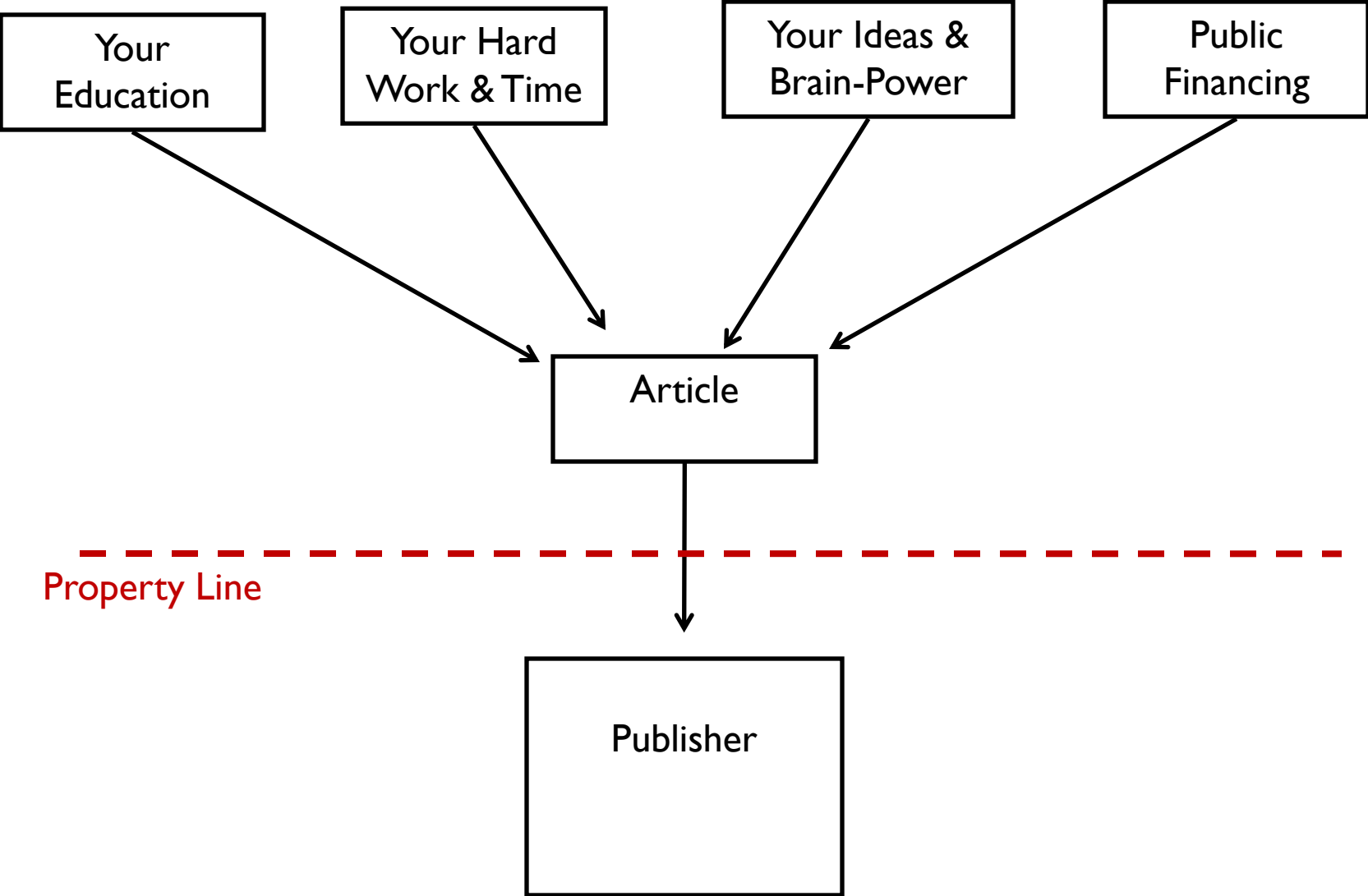
January 14, 2009

# 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 -- ?

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http://0-  
web.ebscohost.com.library.unl.edu/ehost/vie  
warticle?data=dGJyMPPp44rp2%2fdV0%2bnj  
isfk5le46bNKr6eIT7ak63nn5Kx54dfii%2bPX  
8Hvmtq9Irai3R7CmrlCep7hMsbCyTJ7Gyz7  
y6N%2bG8dfhjOfI7IHis6tjsK2yTbKmrICvn  
Op57N27feyc8YS76et58OrqgezhpH7t6Ot5  
8rPkjeri8n326qR84LPfiOac8nnls79mpNfsVb  
GorlG3p7VL&hid=22



# Publisher's interest: Maximize revenue

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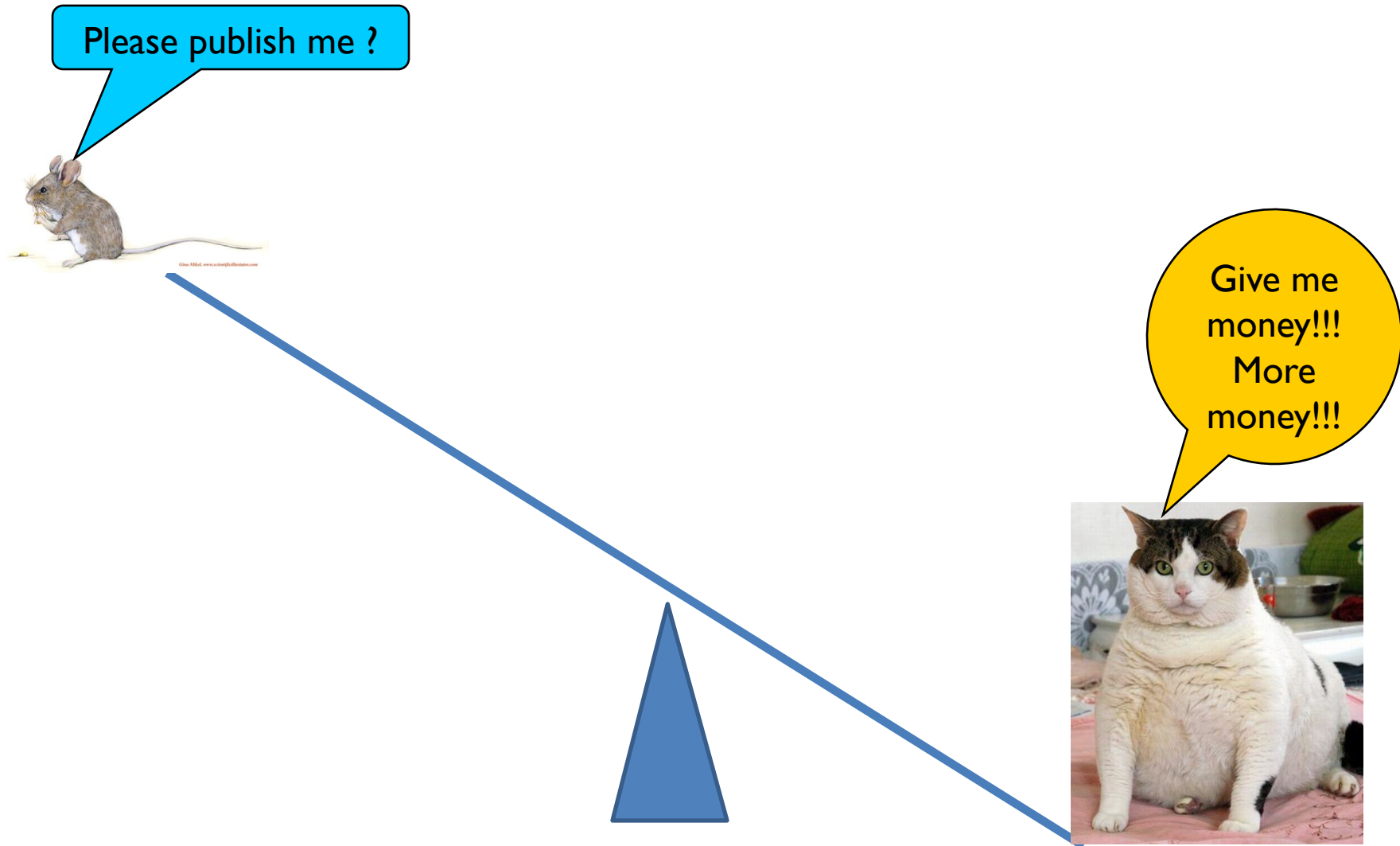
How they make money ...

*denying access to those who don't pay.*

Pricing is based on ...

*“what the market will bear.”*

# The Balance of Power



# Two Positive Developments

1. Digital Revolution

2. Open Access



# Digital Revolution

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"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

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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"*

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Inducing a mild case of a disease in order to acquire immunity to a more serious disorder.

# Publishers' "Inoculation"

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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?

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**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)?**

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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

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**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 !?!?

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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 ?

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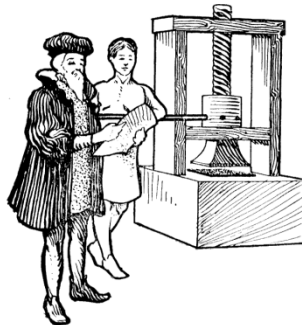
- Public Library of Science (fee-based)
- BioMed Central/BMC (fee-based; recently bought by Springer)
- DOAJ: Directory of Open Access Journals lists 3,710, OA journals, a significant portion of which do **not** charge publication fees.
  - It lists 57 for "animal sciences"

# Open Access through **Self-Archiving**

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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:

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- 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

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

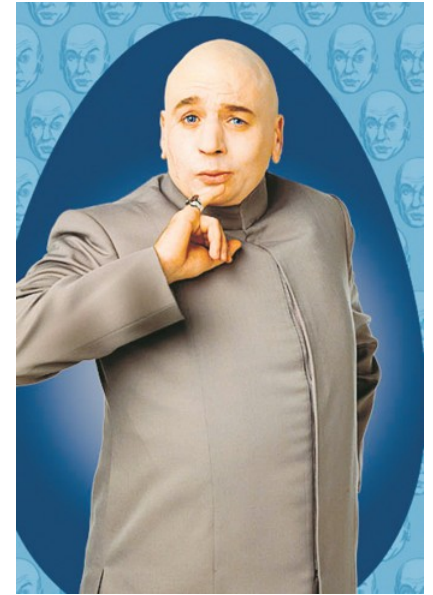
American Sociological Association

American Society of Mechanical Engineers

Karger Publishers

Geological Society of America

American School Psychology Association



# How do I find out a publisher's policy ?

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- 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

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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

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- 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

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“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 ?

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I publish when  
and what I  
like ... squeek



Please buy  
my journal...  
mrrrow



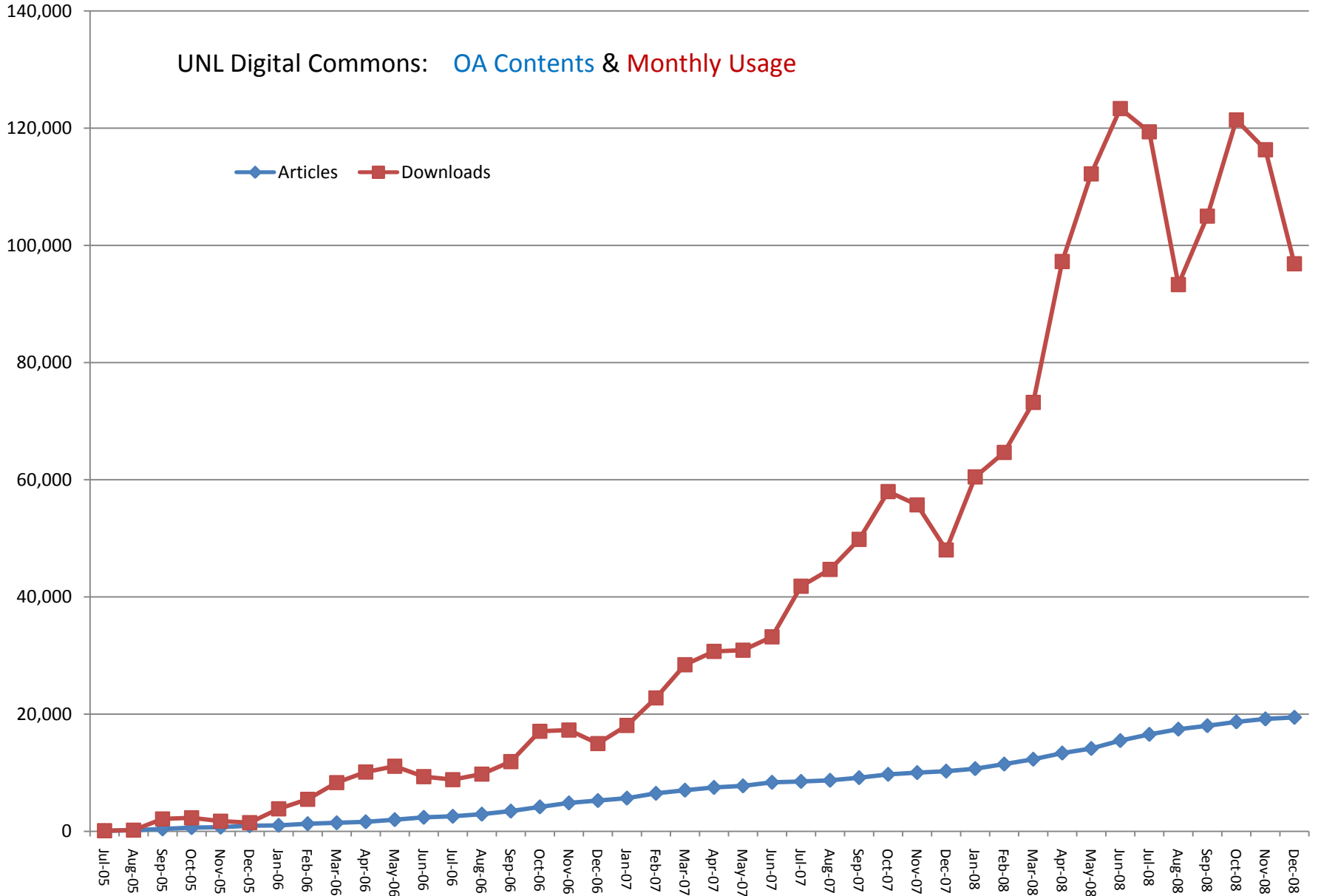
# UNL DigitalCommons

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- 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

# UNL Digital Commons: OA Contents & Monthly Usage





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Search

in this series

Advanced Search

Notify me via email or RSS

Browse

Collections

Disciplines

Author Corner

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Animal Science Department

## Dissertations in Animal Science



Browse by Year

2007

Browse

Author Last Name

Search

2007

- [Attenuation of Ruminant Methanogenesis](#), Eric J. Behlke
- [Songs of the Wild: Temporal and Geographical Distinctions in the Acoustic Properties of the Songs of the Yellow-breasted Chat](#), Jackie L. Canterbury
- [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 Gene 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

## In 2008, UNL Digital Commons furnished:

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- 1,612 downloads of 5 Animal Science dissertations
- 10,299 downloads of 453 Animal Science faculty articles
- 12,326 downloads of 497 *Nebraska Beef Cattle Reports* articles
- 4,112 downloads of 159 *Nebraska Swine Reports* articles
- 7,026 downloads of 258 *Range Beef Cow Symposium* articles
- 210 downloads of 43 Animal Science Dept newsletters
- 13,036 downloads of 234 USDA-ARS faculty articles

Total = 48,621 downloads

# Benefits

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- 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

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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 ?

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## Faculty vitae & permissions

(have found various articles by Klopfenstein, Beck, Miller, Pomp, Calkins)

## More new dissertations & theses

(encourage your students)

(non-encrypted *Swine Reports*)

## My contact info:

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# LOONEY TUNES

*"That's all Folks!"*

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