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10-10-2013

### Librarians as Advocates for Scholarly Authors: A Presentation and a Dramatization

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Gardner, Sue Ann, "Librarians as Advocates for Scholarly Authors: A Presentation and a Dramatization" (2013). *Library Conference Presentations and Speeches*. 94.

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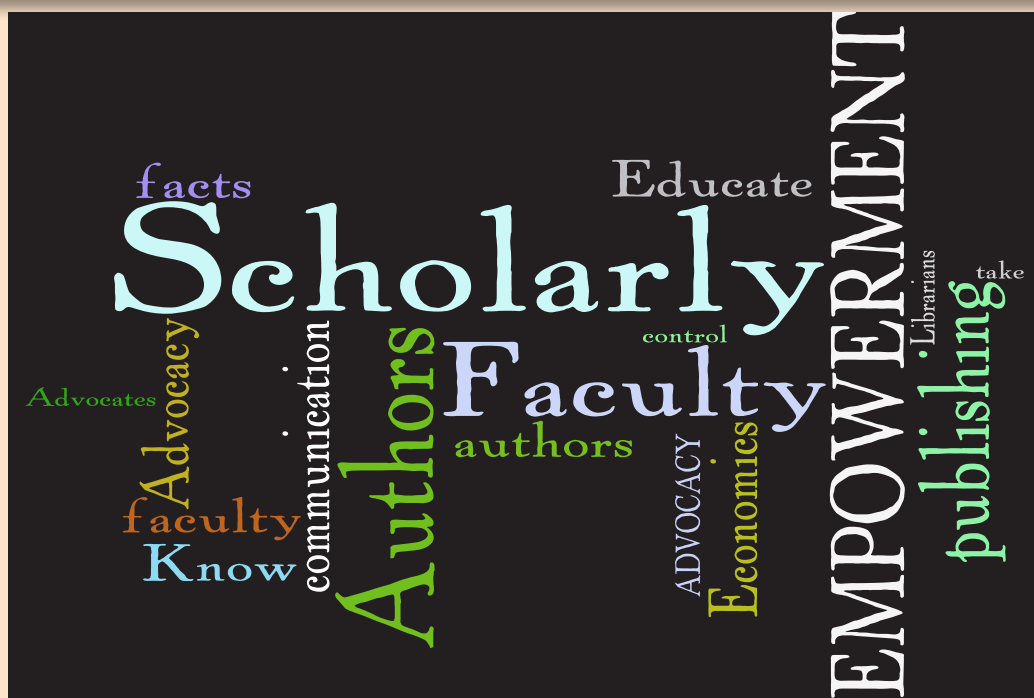
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# Librarians as Advocates for Scholarly Authors: A Presentation and a Dramatization

Sue Ann Gardner, University of Nebraska-Lincoln

NEBRASKA LIBRARY ASSOCIATION CONFERENCE

Kearney, Nebraska, October 10, 2013



# Author Advocacy

Proposal abstract

## Know the issues

Scholarly authors today are faced with unprecedented choices and, paradoxically, increasing barriers to publication. For example, the author-pays financial model of funding open access (also sometimes called Gold OA) is one of many such innovations that thwart authors who are not currently Federally funded or otherwise sponsored. As academic librarians, we need to be aware of the scholarly publishing infrastructure so we can advise authors how to make decisions about where to publish, what terms to agree to, and how to best leverage their written scholarly output.

## Scholarship first

Regarding the scholarly publishing financial market, I will describe how, effectively, the “tail wags the dog,” and cover how the proper primary focus should be *facile scholarly communication*, and that financial models should remain of secondary concern, which is contrary to the prevailing current environment.

The goal--  
Facile scholarly  
communication



# Author Advocacy

Proposal abstract

## About today's presentation

The presentation part of my session will be in a standard lecture format, but then I will wrap up the talk with a dramatization of two example publishing scenarios that directly affect authors' ability to communicate with their peers, students, and the public. I will show one scenario that is *publisher-centric*, and another that is *author-centric*, and show how each impacts scholarly communication. My intention is that this will be entertaining, informative, and thought-provoking.



# Author Advocacy

A wide range of issues...

## How can you advise authors about publishing?

Relevant concerns--

- METRICS / ALTMETRICS
- COPYRIGHT
- PUBLISHERS' POLICIES
- PREDATORY PUBLISHING
- NOT-FOR-PROFIT OPEN ACCESS PUBLISHING
- REPOSITORIES



# Author Advocacy

More than Impact Factor...

## METRICS / ALTMETRICS

The measure of impact of a work is changing

- **Journal Impact Factor is still important in some cases**
- **Journal Eigenfactor**
- **H Index**
- **G Index**
- **Repository download reports**
- **Google Analytics / Google Scholar Citations**
- **Et al.**



# Author Advocacy

Many issues to consider...

## COPYRIGHT

- Help authors decipher publishing agreements
- Traditional copyright protects authors well if they retain their rights
- Use Creative Commons licenses knowingly--they absolutely are not for all authors in all situations
- Advise against using the SPARC addendum



"What does that even mean?"

# Author Advocacy

What not to do...

## The SPARC Addendum

- Well-intentioned, the SPARC addendum will likely lead nowhere for authors
- It puts the author in a David vs. Goliath situation
- Some highly-productive authors may be able to negotiate revised publishing agreements

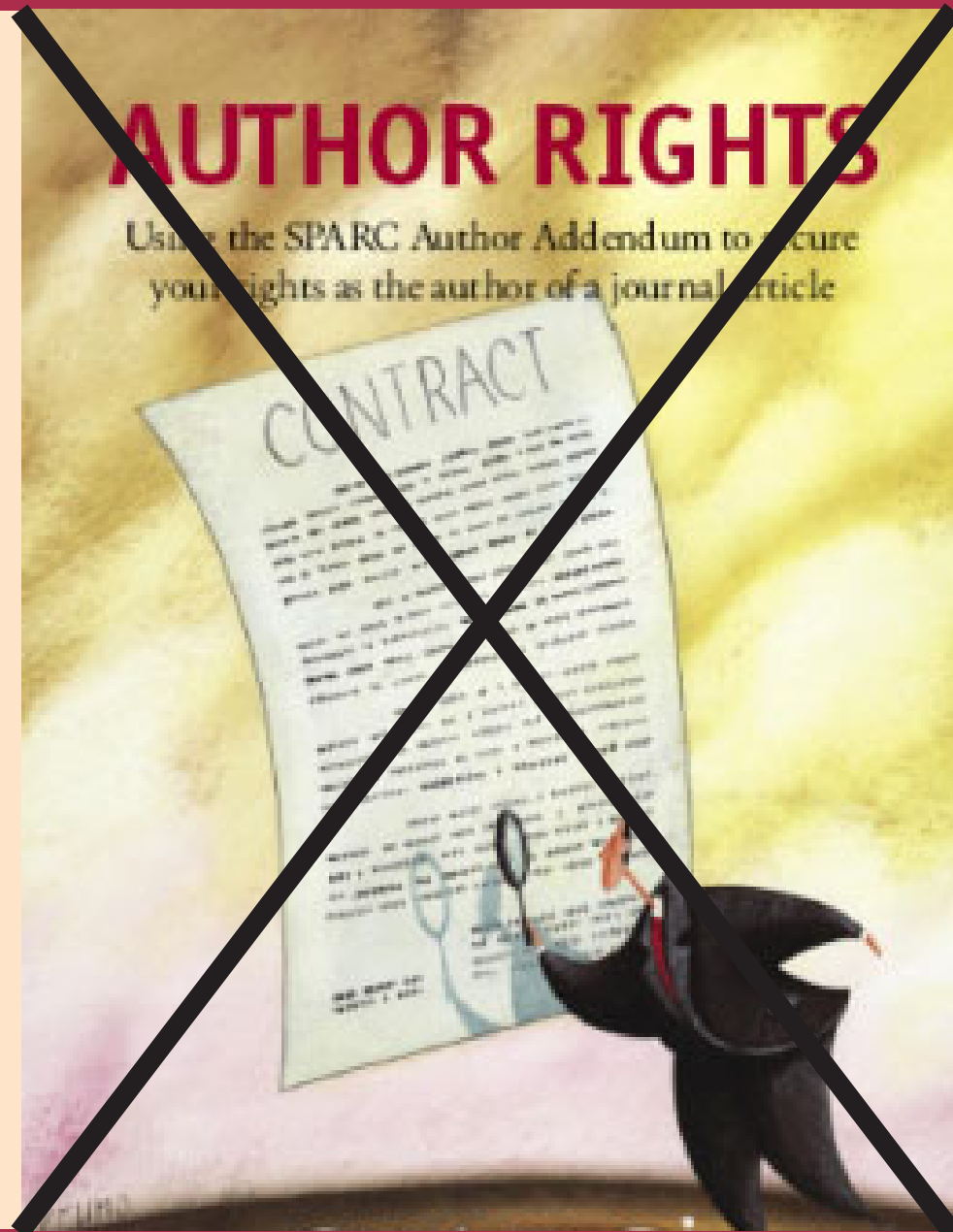


Image courtesy Association of Research Libraries



# Author Advocacy

Additional concerns...

## COPYRIGHT



- **Copyright** (ownership of content) vs. **Copyleft** (content is free / reader-centric)

- **Orphan works**

Read about at: <http://www.edwardsamuels.com/copyright/beyond/articles/Orphan%20Works.htm>

- **Fair use**

One good checklist: <http://copyright.columbia.edu/copyright/files/2009//10/fairusechecklist.pdf>



# Author Advocacy

*Put your thinking cap on...*

## PUBLISHERS' POLICIES

Use SHERPA/RoMEO to begin investigating publishers' policies

Publishers allow authors to retain varying degrees of rights:

- Author retains all rights to re-use the work in any form
- Author can re-use the manuscript only (pre- or post-peer review)
- Author must ask permission to re-use the work in some form
- Author retains no rights to re-use the work (only fair use)
- Author must publish under a certain Creative Commons license

<http://www.sherpa.ac.uk/romeo/>



# Author Advocacy

A rainbow of pseudo-access...

## Gold Open Access vs. Green Open Access

Gold = GOUGE

Green = GRAY

We are often presented with false choices--

Gold, Green, it's all about the needs of the **publisher**

- Author-pays (i.e. Gold OA): WHO GETS THE MONEY?

### THE PUBLISHER

- WHAT DO WE GET IN RETURN?

*Authors and reviewers do the work for free, plus we have to pay for the content and we have decreased access*

- Problem with Green OA: "Versions of record" not allowed in IRs

Many commercial, society, and institutional publishers only allow author versions in institutional repositories. Manuscript versions are not the version of record. The published version needs to be cited. **We are settling for an inadequate system.**

Green OA  
leads to  
a subset  
of GRAY  
LITERATURE

Green OA manuscripts  
are a decoy that lead  
to the high-cost pub-  
lished versions

# Author Advocacy

*What's important to the author?*

## Scholarly Journal Publishing Variables Matrix

Sue Ann Gardner

Assumption: all peer-reviewed

	Open access fee	Page charges	No charges	Free to access	Costs to access
Full open access <sup>a</sup>					
Full open access <sup>a</sup> with embargo period					
Partial open access <sup>b</sup>					
Partial open access <sup>b</sup> with embargo period					
Variable open access <sup>c</sup>					
Closed access <sup>d</sup>					
Quick publishing <sup>e</sup>					
Widely distributed					
Well-indexed					
Remuneration					
Prestigious (as determined by metrics <sup>f</sup> )					
Prestigious (as determined by low acceptance rate)					
Society or institutional publisher					
Both print and online available					
Online-only					

Note: "open access" in this context means no charge to read by anyone with Internet access

<sup>a</sup> Published version in institutional repository

<sup>b</sup> Manuscript (pre-print or post-print) in institutional repository

<sup>c</sup> Published or manuscript (pre-print or post-print) version in institutional repository when permission is granted on a case-by-case basis

<sup>d</sup> No version allowed in institutional repository

<sup>e</sup> Published within four months of submission

<sup>f</sup> Metrics include journal impact factor, author H-index, etc.

**THIS CAN HELP THE AUTHOR DETERMINE IF A CERTAIN JOURNAL IS THE RIGHT PLACE TO SUBMIT**

# Author Advocacy

A growing problem...

## PREDATORY PUBLISHING

### Some criteria

- Recently-established publishing operations
- Charge open access fees
- Exist primarily to exploit the academic publishing market
- Also includes fraudulent outfits that involve dishonest practices such as promising peer review when none occurs

Predatory publisher ->



<- Poor unsuspecting author

**Karen Coyle, thoughtful assessment of predatory publishing in *Library Journal***

(<http://lj.libraryjournal.com/2013/04/opinion/peer-to-peer-review/predatory-publishers-peer-to-peer-review/>)

***Science*, special issue (open access), October 4, 2013, "Communication in Science: Pressures and Predators"** (<http://www.sciencemag.org/site/special/scicomm/index.xhtml>)

# Author Advocacy

## NOT-FOR-PROFIT OPEN ACCESS PUBLISHING

Information about which journals are open access:

- Directory of Open Access Journals (<http://doaj.org>)



- Use the DOAJ with care

Some publishers listed may be--or at least border on--predatory, and some of these journals charge authors high open access fees

# Author Advocacy

## NOT-FOR-PROFIT OPEN ACCESS PUBLISHING

Create open access content in the library or other academic department:

- Journals can be hosted

- Within institutional repositories

Use tools such as CrossRef (for DOIs), Portico (for backup), etc.

- Using a journal hosting service such as Open Journal Systems or Editorial Manager

- YES --> Even books can be published within the library

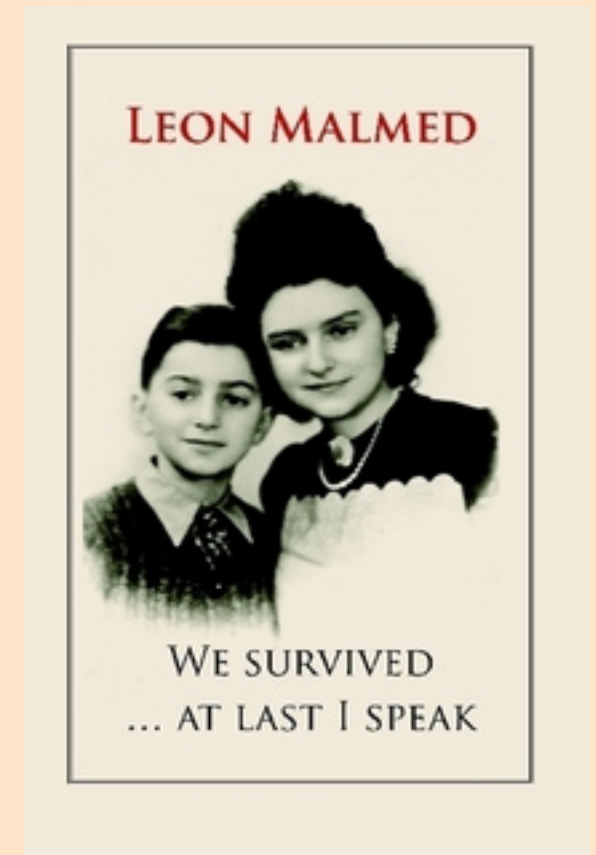
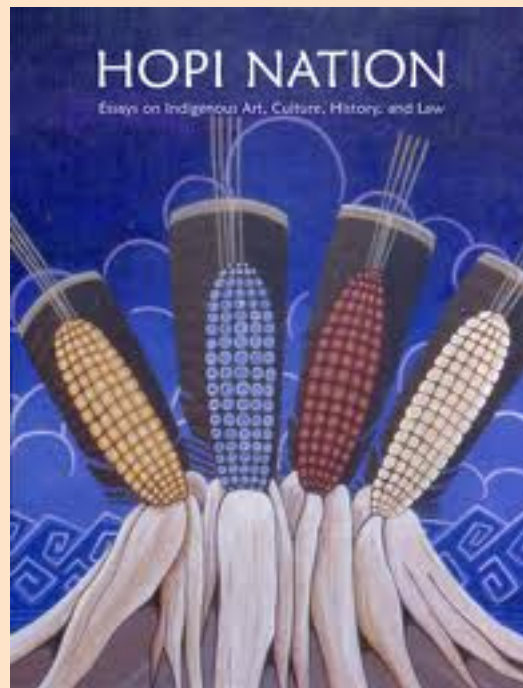
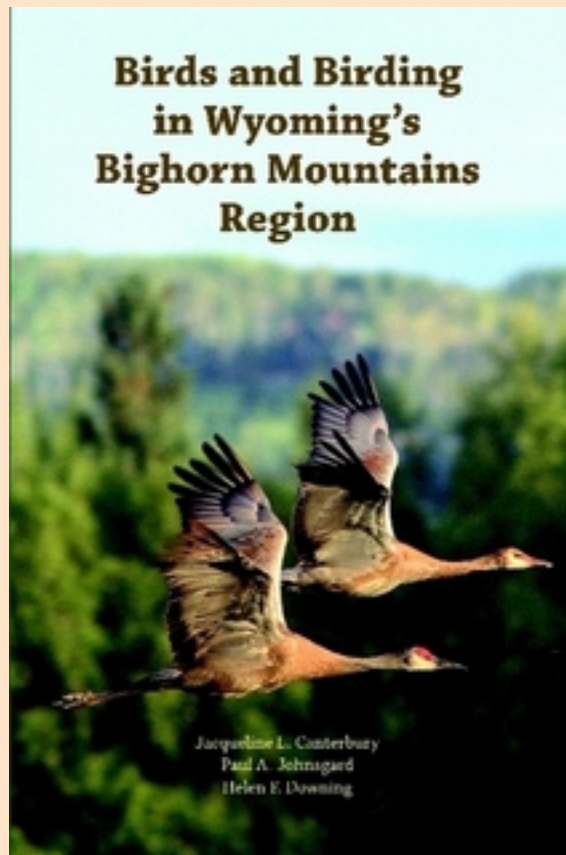


# Author Advocacy

Free E-books...

## NOT-FOR-PROFIT OPEN ACCESS PUBLISHING

Examples of Zea E-Books published by the University of Nebraska-Lincoln Libraries





# Author Advocacy

## REPOSITORIES--TYPES

- **Institutional**

Platforms include **DigitalCommons** (*proprietary*), **DSpace** and **Fedora** (*open source*)

- **Federal**

An example is **PubMed Central** (*includes an open access subset*)

- **Subject**

Examples include **arXiv** and **Social Science Research Network (SSRN)**

- **Social**

Examples include **ResearchGate** and **Mendeley**

# Author Advocacy

## INSTITUTIONAL REPOSITORIES

- Mediated deposit vs. Self-archiving
- Mandates further usurp control from authors
- Are just one means to open access to scholarly literature

Federated searching of repositories is available at  
<http://www.base-search.net/>

Federated searching of DigitalCommons repositories is available at  
<http://network.bepress.com/>

# UNL Digital Commons

Visit UNL's repository:

DigitalCommons@University of Nebraska-Lincoln

<http://digitalcommons.unl.edu>

<http://digitalcommons.unl.edu/zea/>



Paul Royster, PhD



Sue Gardner, MLS

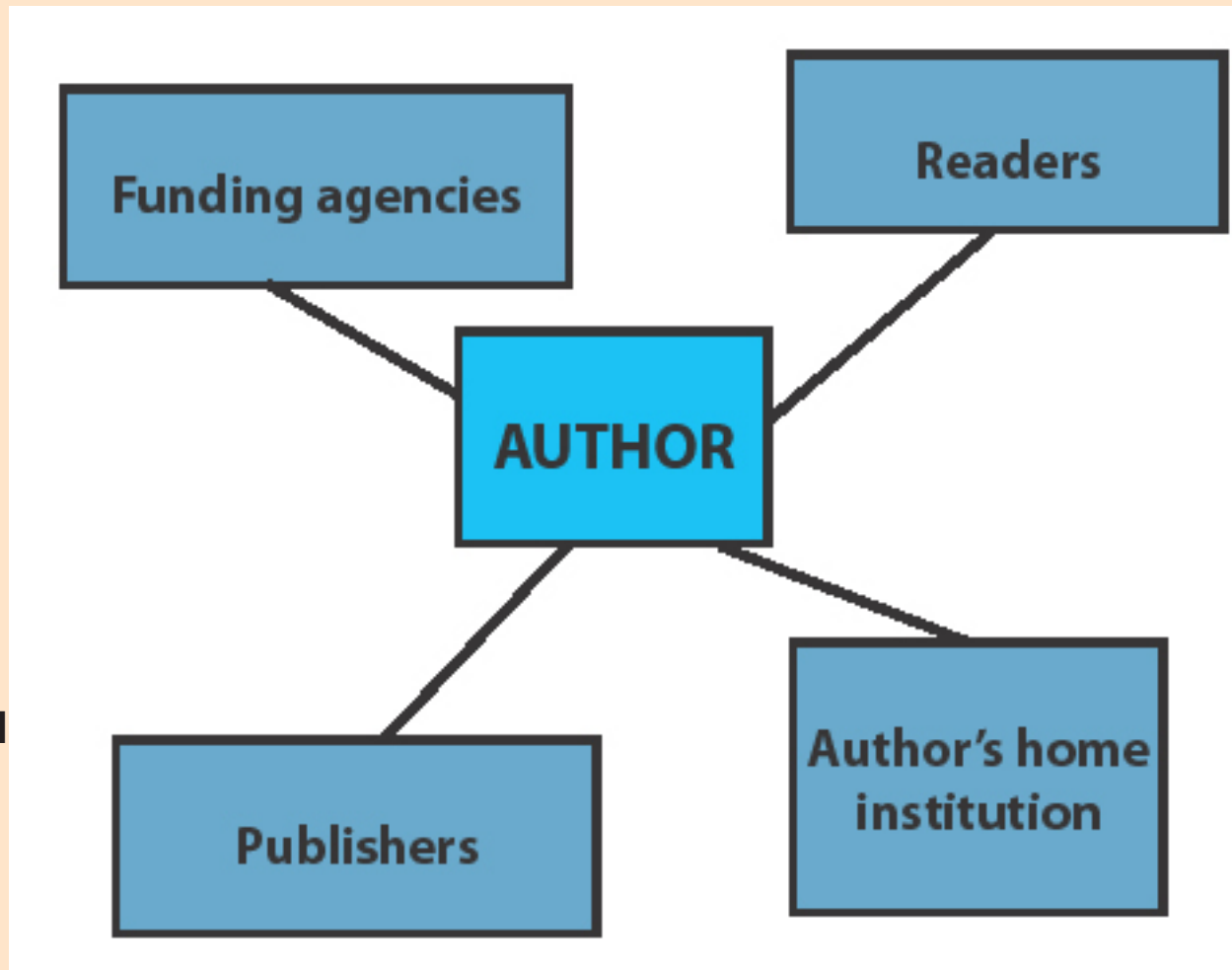
# Author Advocacy

The ideal would include...

## Author-Centric Model

Supply infrastructure to support posting of published versions of articles with no embargo period

*Allow the author to retain copyright* ( $\therefore$  full rights of use post-publishing and no embargoes)



Recognize the right of authors to retain copyright (copyleft)

Host an IR, though *do not mandate* deposit to the IR

# DRAMATIZATION

Publisher-centric scenario

Author-centric scenario

# Contact information

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