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7-16-2013

## Scholarly Communications Programs in Contemporary Research Libraries

Paul Royster

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# Scholarly Communications Programs in Contemporary Research Libraries

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**Paul Royster**

July 16, 2013

James Branch Cabell Library  
Virginia Commonwealth University



# Who am I ?

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## *Coordinator of Scholarly Communications*

### University of Nebraska-Lincoln

Land-grant institution, est. 1869



Students 24,207 (fall 2012)

Faculty 1,615

Staff 3,758

Overall budget (2012-13) \$ 1,155 million

Research budget \$233 million

Libraries budget \$15 million



What is the Library?

# The building ?



# The collection ?



# The staff ?



# Some composite ?

Giuseppe Arcimboldo,  
*The Librarian* (1566)



# The Library is its services.

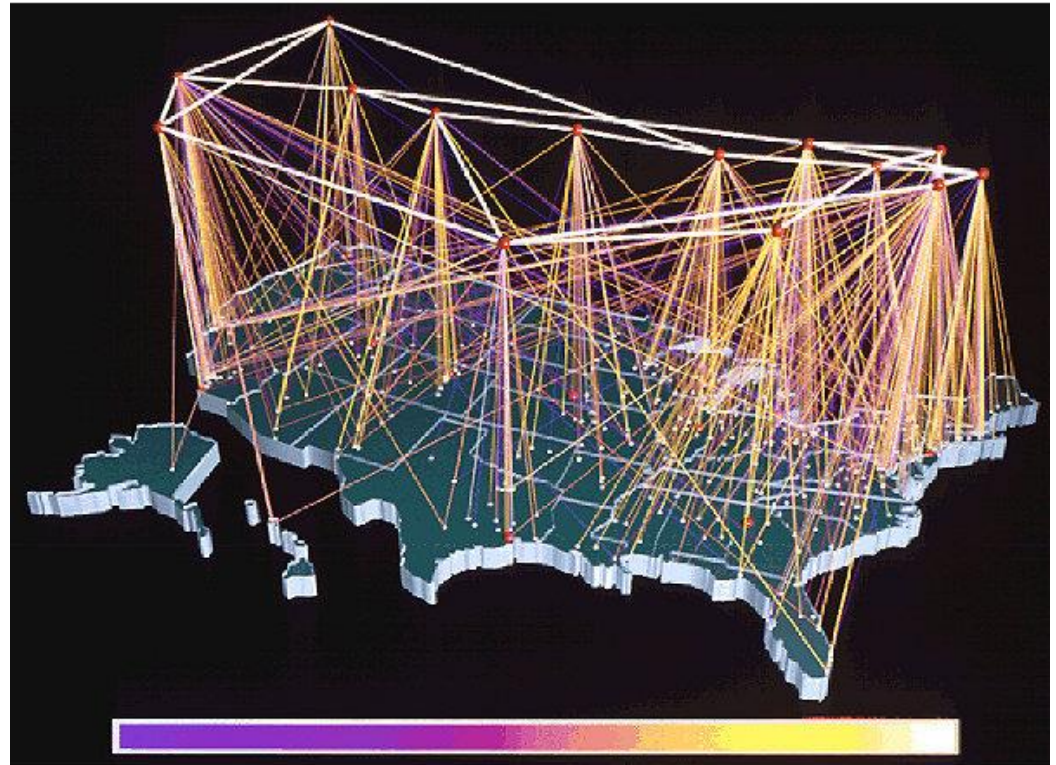
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# Scholarly Communications is one of those **services**.

It serves:

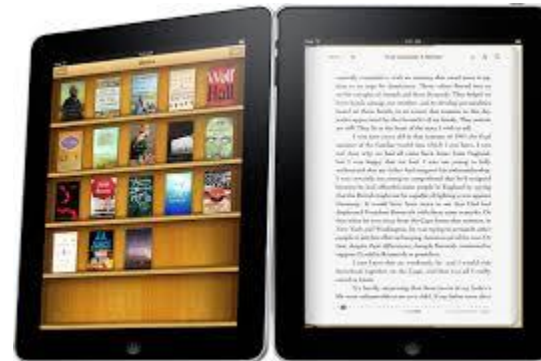
- Research
- Publication
- Grants
- Tenure
- Teaching
- Learning



# The Library is no longer just a collector.



It is a distributor and a publisher.



# Scholarly Communication is:

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1. Repositories
2. Publishing
3. Copyright Education



**The single biggest problem in communication is the illusion that it has taken place.**  
George Bernard Shaw

# Things to cover today:

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- I. Institutional repositories
- II. Libraries as publishers
- III. Copyright issues
- IV. Open access issues



*In the interests of time, I have opted for some rough rather than smooth transitions.*

# Why have a repository - 1

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## It's good for the faculty:

- Makes their research easily and widely available



- Gives them (positive) feedback and usage data



# Why have a repository - 2

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## It's good for the library

- Service valued by faculty
- Opportunity for interaction
- Entry to other services and issues
- Proactive partnering



# Why have a repository - 3

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## It's good for the university

- Makes faculty happy
- Promotes institutional brand

We furnished 5.9 million "Nebraska-branded" documents last year. (90% of them went off-campus.)
- Reaches target markets worldwide
- Relatively low-cost

less than .015% of university budget, or 1/6,000

# Institutional Repositories in U.S.A.

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VTechWorks

13,337 items



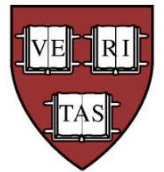
Libra (U. Va.)

1,188 items



DASH (Harvard)  
(1.6 million downloads)

12,226 items



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Deep Blue (Michigan)

77,020 items



UNL DigitalCommons  
(18.5 million downloads)

64,501 items



# Why a repository succeeds

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- Free for the author
- Free for the reader
- Search engine discovery
- Widest possible dissemination
- Feedback information = usage reporting



# Many IR's have had an uphill struggle because of their approach.

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## Approach #1:

If you build it, they will come.



## Approach #2:

If you build it, and make it seem cool,  
they will come.



## Approach #3:

If you build it, and pass a resolution making it required, they will come.



# Wally's Advice:

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Q: What to do when confronted  
with a difficult task?

A: Make it someone else's job.

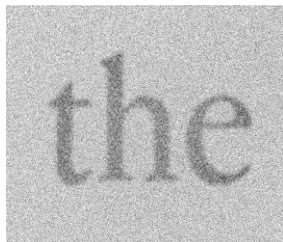
i.e., Require the faculty to “self-archive”



# Issues with self-archived materials

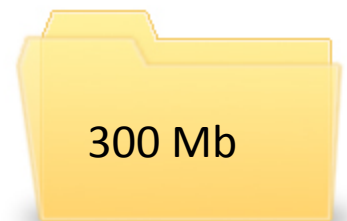
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- permission violations
- incomplete metadata
- nasty files: poor scans, non-OCR'ed text, huge file sizes



the

the



# Our Approach at Nebraska:

## Provide Services

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“Opportunity is missed by most people because it is dressed in overalls and it looks like work.”

— Thomas Edison

# Services UNL provides:

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- permissioning
- hunting and gathering
- scanning
- typesetting
- metadata-ing
- uploading & posting
- usage reporting
- promoting
- POD publication



*“Beyond Mediated Deposit”*

# The 2 Keys to online success

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1. Make it easy



2. Give immediate gratification



## Our offer to faculty:

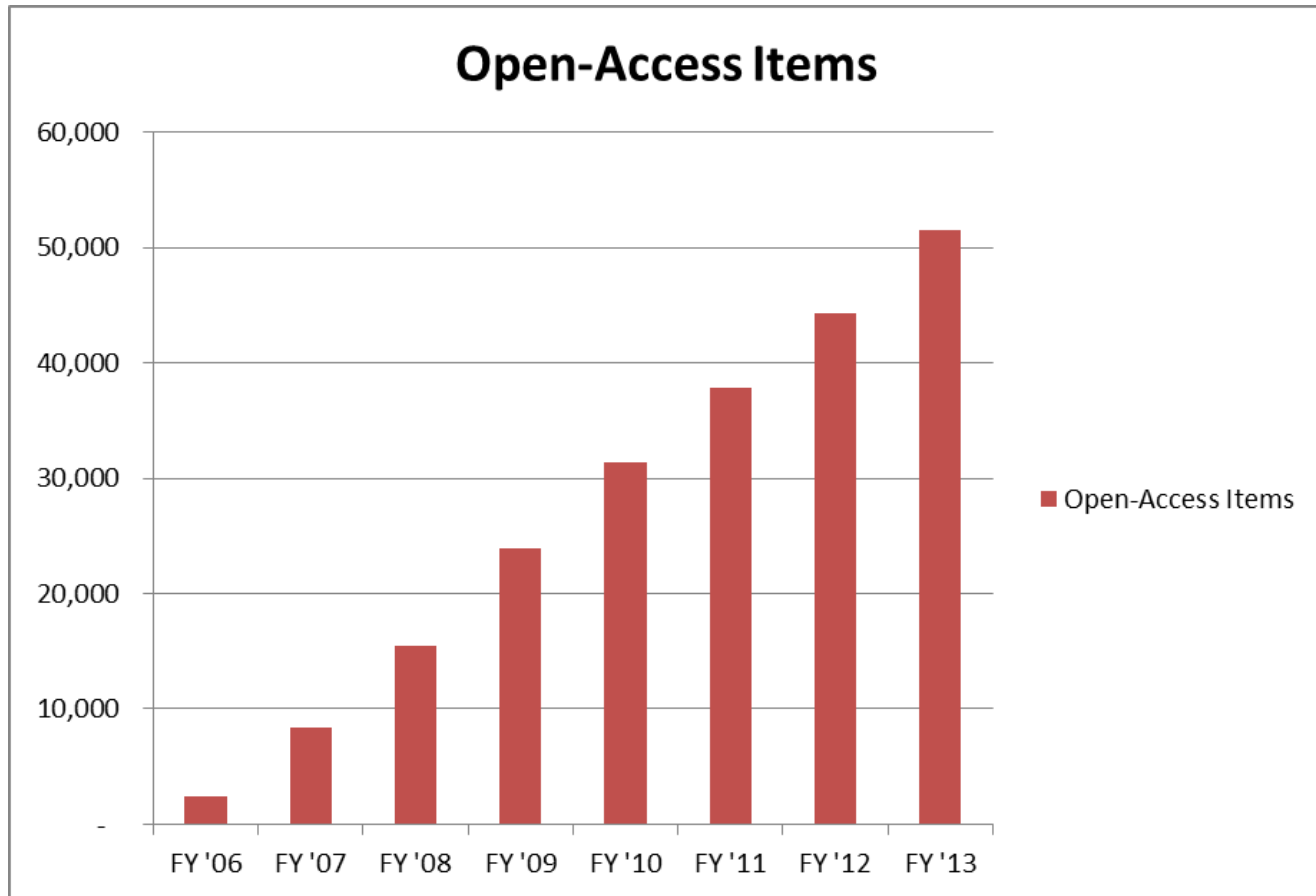
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"Send us your vita or publication list, and we will do the rest!"



# Growth of Nebraska IR, 2006-2013

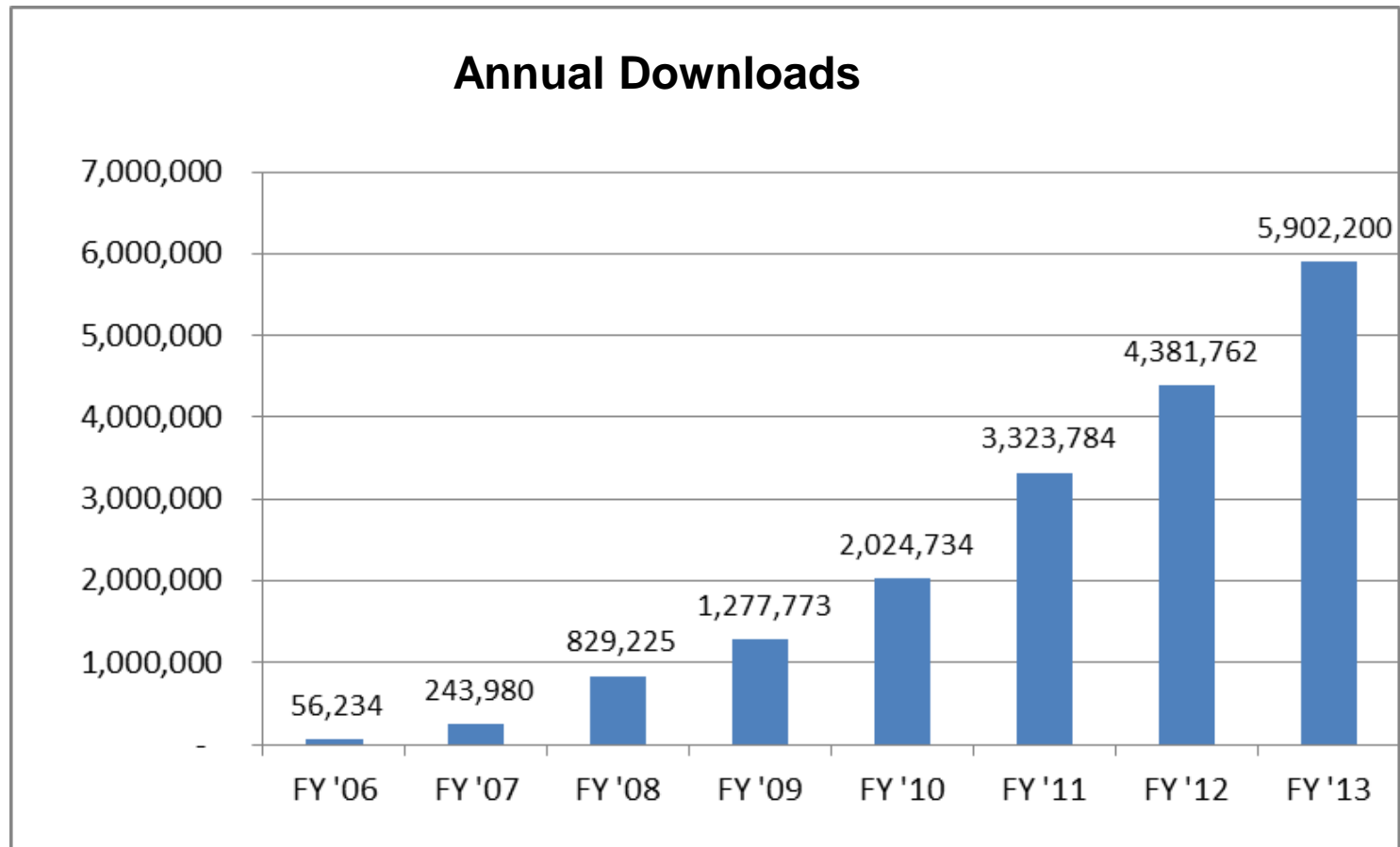
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**People who say it cannot be done should not interrupt those who are doing it.**  
George Bernard Shaw

# Impact of Nebraska IR, 2006-2013

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# Reach of Nebraska IR, 2013

## 213 countries

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### Top 10

- India
- United Kingdom
- Canada
- Philippines
- Australia
- Hong Kong
- Germany
- Malaysia
- Nigeria
- South Africa

### Bottom 10

- Gabon
- Niue
- Palau
- Sao Tome and Principe
- Turks and Caicos Islands
- Chad
- Tokelau
- South Georgia and The South Sandwich Islands
- Northern Mariana Islands
- San Marino

# Every month the author gets an email with:

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Usage Statistics for your DigitalCommons@University of Nebraska - Lincoln articles:

*[sample]*

"Melville's Economy of Language"

72 full-text downloads between 2010-12-02 and 2011-01-02

2253 full-text downloads since date of posting (2005-06-30)

To encourage readership, simply refer people to the following web address:

<http://digitalcommons.unl.edu/libraryscience/1>

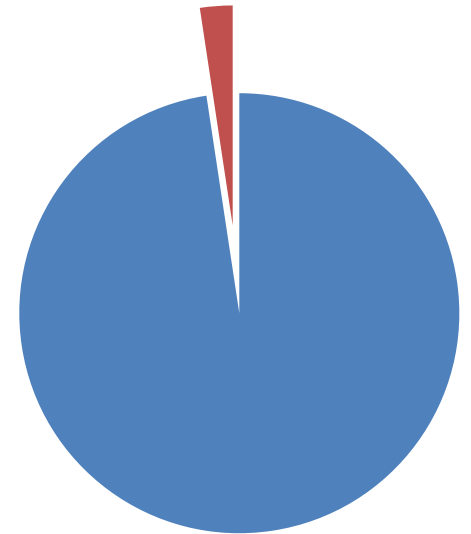
*(My chapter in a 1986 collection of essays.)*

July 2012 – June 2013

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50,250 out of 51,480  
documents were downloaded

= 97.6%



# Sample email that I get [rcvd 6/17/2013]

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Hi Paul,

It is great to get these Digital Commons reports, however I notice that **only 44** of my ~100 Web of Science publications are included. **What do I have to do to get the rest uploaded?** I would be happy to send my full publication list and/or pdfs of the missing pubs if necessary.

Best regards,

[ *name omitted* ]

## II. Publishing

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In May 2013, the National Academy of Sciences sponsored a national forum on “Public Access to Federally Supported R&D Publications” in response to a memorandum issued by the White House Office of Science and Technology Policy (OSTP).

Researchers, librarians, and publishers all gave testimony, during which it became clear ...



# Things Publishers Believe # 1:

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“The present system  
is working just fine.”

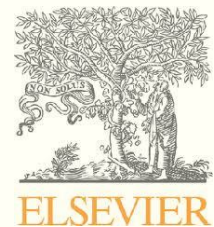


Road to publication

Reed Elsevier revenue (2012) = \$8.1 billion

vs.

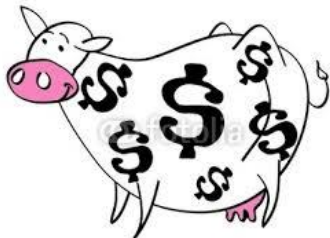
*Nebraska state revenue (2012) = \$8.1 billion*



# Things Publishers Believe # 2:

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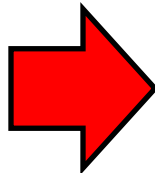
“The greatest threat is government interference.”



# Things Publishers Believe # 3:

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“Publishers have a right to own and monetize the intellectual property resulting from federally-funded research.”



# Things Publishers Believe # 4:

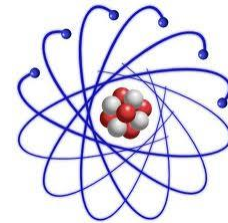
“Copy-editing, typesetting, and printing are worth more than scientific discovery.”



A B C D E F G H I  
J K L M N O P Q R  
S T U V W X Y Z  
a b c d e f g h i j k l m n  
o p r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 . , ' "



**greater**Than



# Why should libraries become publishers?

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**A:** Because of the mind-set of publishers and the difficulty they have serving the faculty, library, and university communications needs.



# Publishers' requirements

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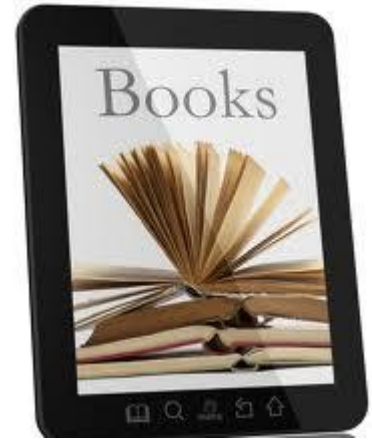
- Surrender copyright
- Wait up to 3 years for publication
- Restrictions on length, illustrations, notes, etc.
- Limited distribution; controlled forever
- High prices
- Subsidies, APC's, etc.
- Little or no feedback on readership & usage
- High rejection rates
- Bottom-line decision-making



# So,

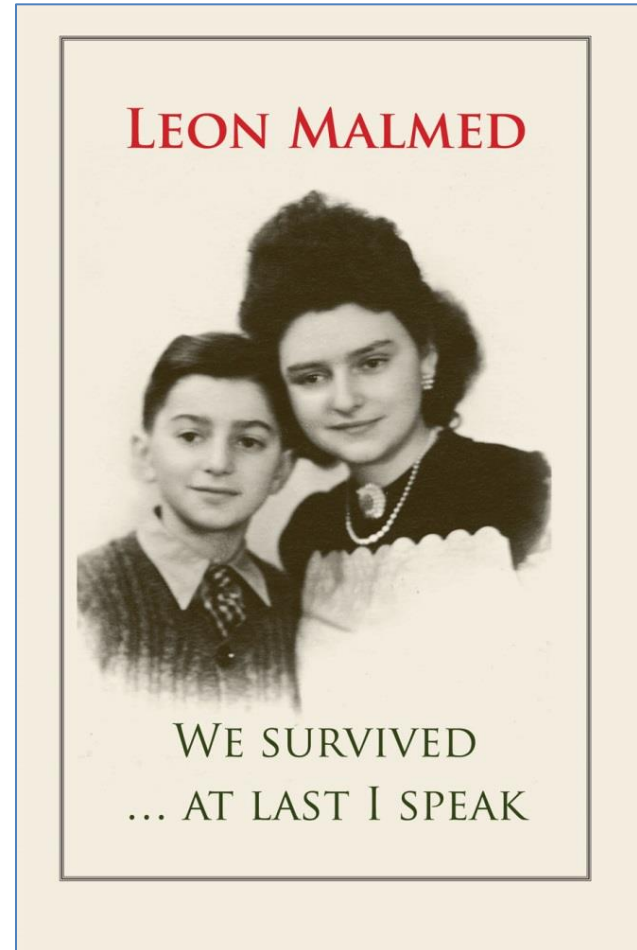
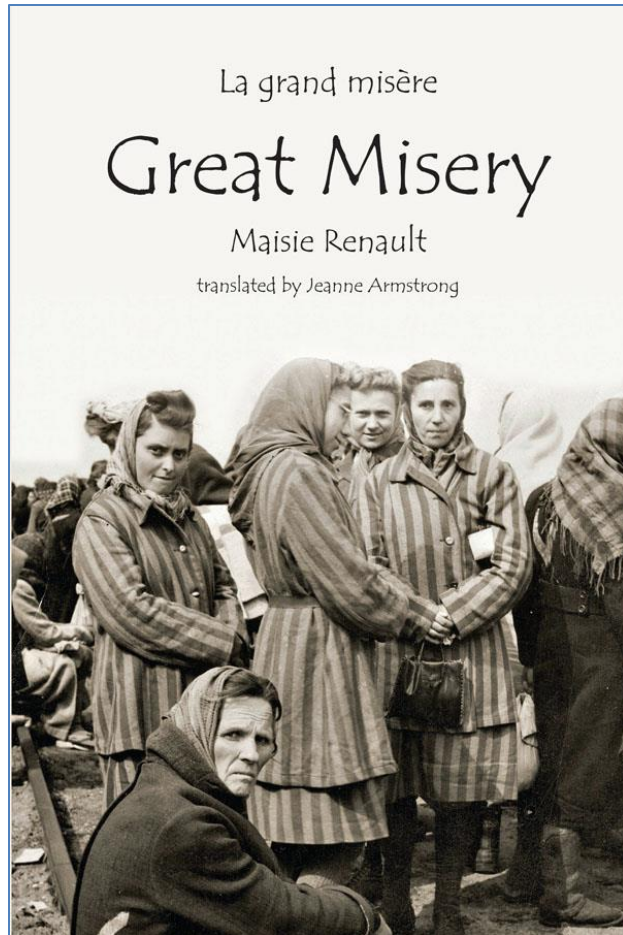
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We began publishing e-books and POD books through our repository as far back as 2006.



In 2011 we created an “imprint” known as ...

# Zea Books



# Zea Books Terms

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- Author retains copyright
- Free online open access (gratis)
- Monthly download statistics
- On-demand paperback @ reasonable price
- 2- to 4-month publication schedule
- Agreement can be terminated at will



# The Birds of Nebraska



Paul Johnsgard

Revised Edition, 2013

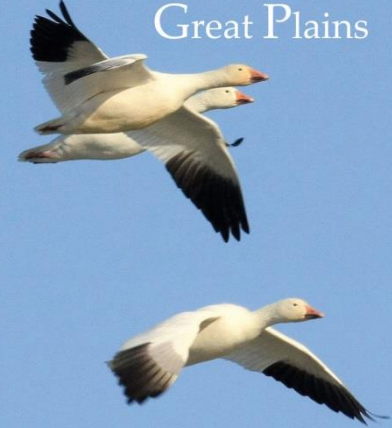
## Rocky Mountain Birds

*Birds and Birding in the  
Central and Northern Rockies*



Paul A. Johnsgard

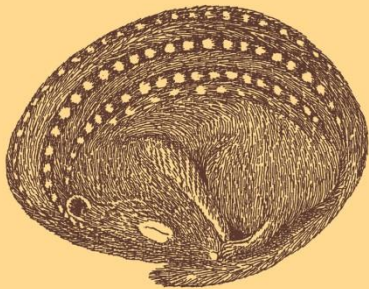
## Wings over the Great Plains



Bird Migrations in the Central Flyway

Paul A. Johnsgard

## A Prairie's Not Scary



Written and Illustrated by  
Paul A. Johnsgard

## Wetland Birds of the Central Plains

South Dakota, Nebraska and Kansas

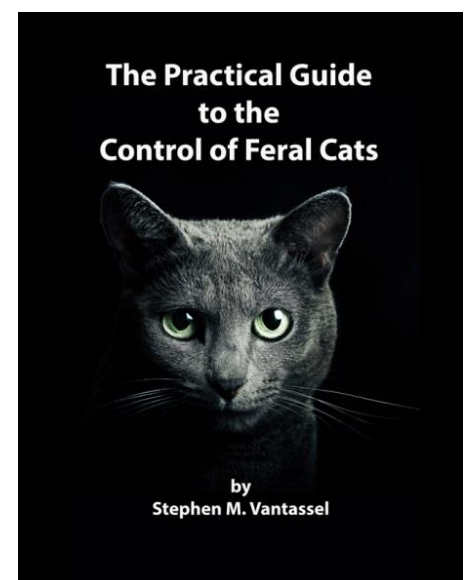
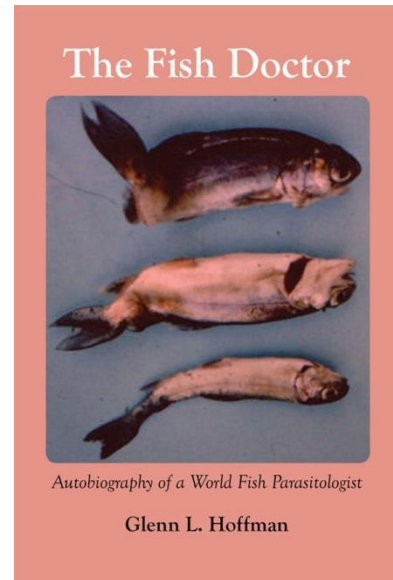
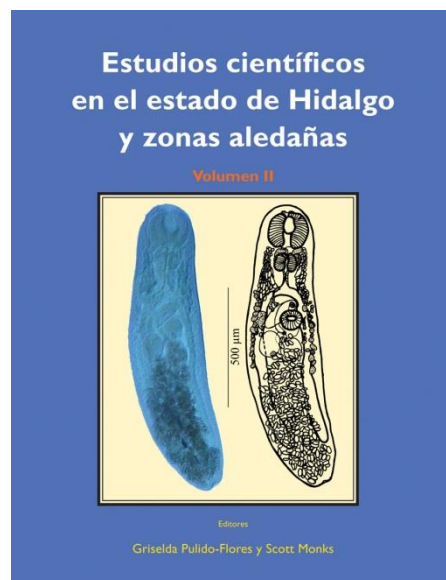
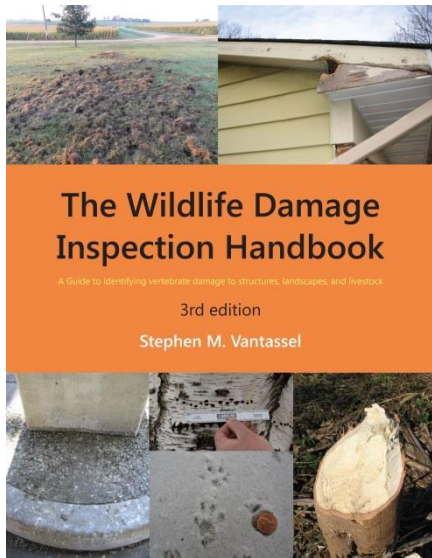
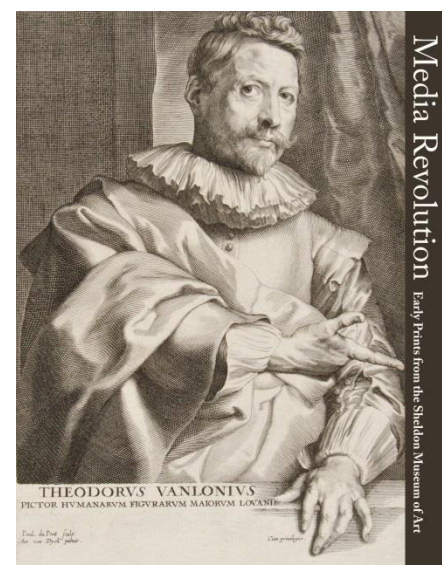
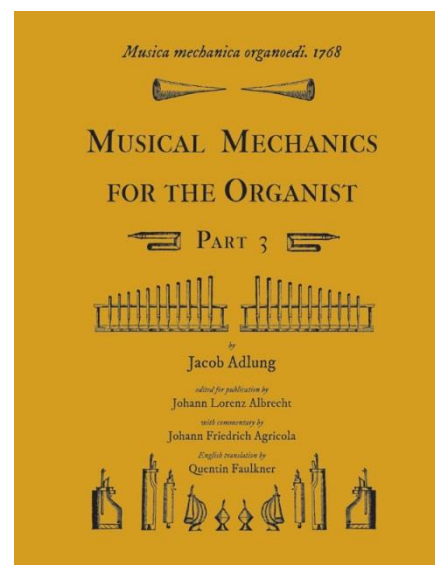
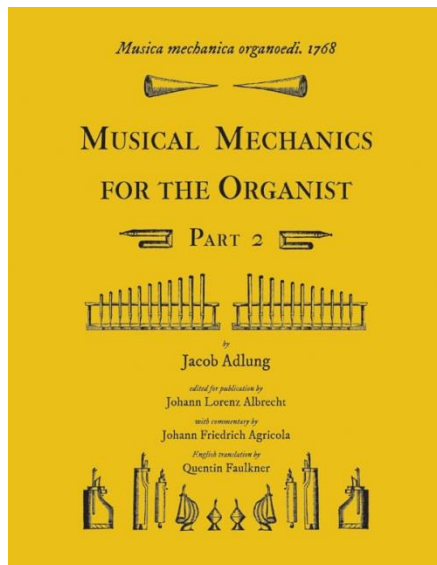
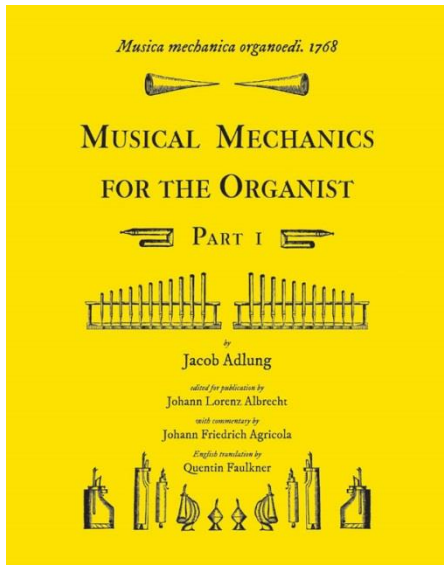


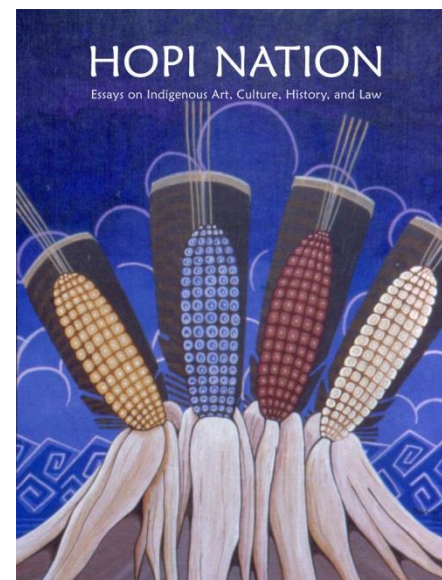
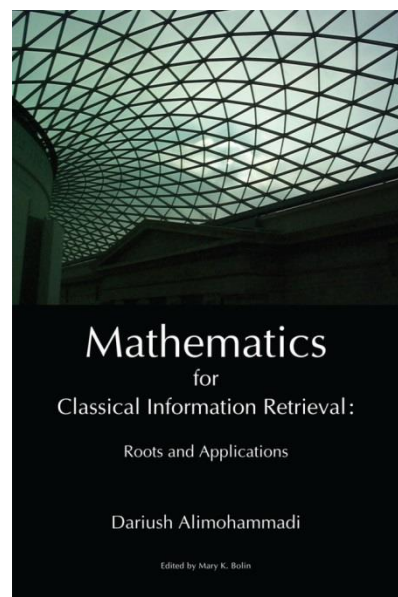
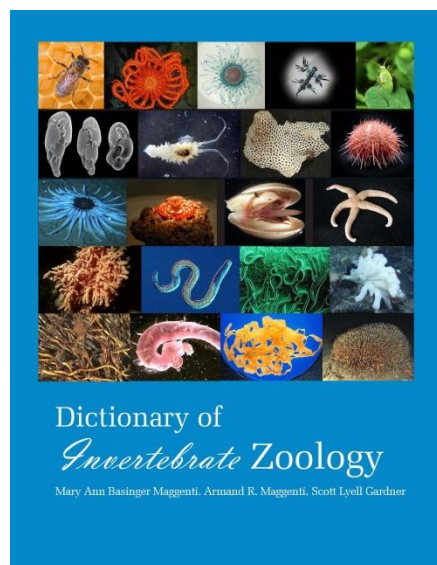
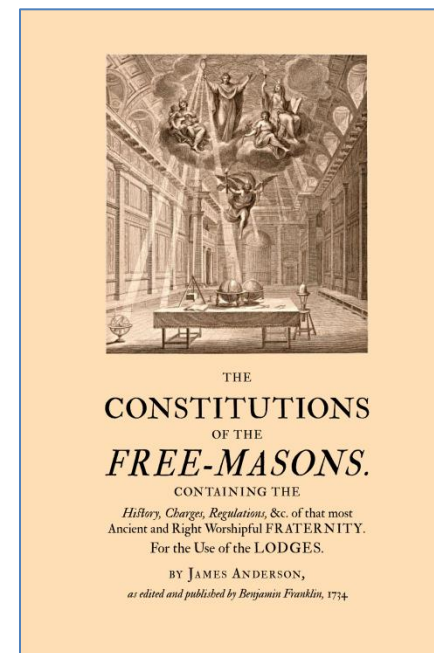
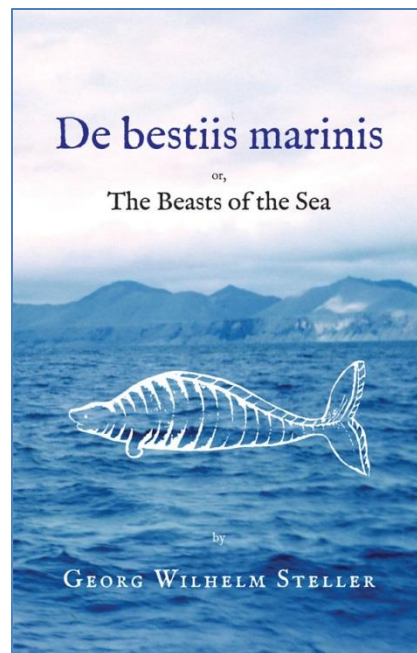
Paul A. Johnsgard

Paul Johnsgard

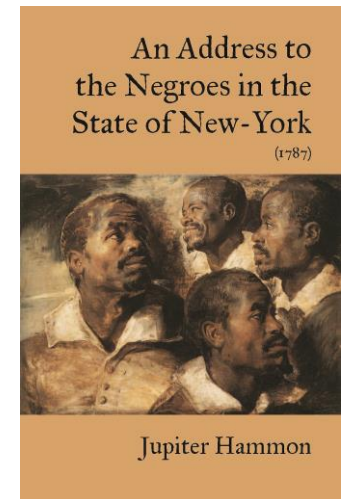
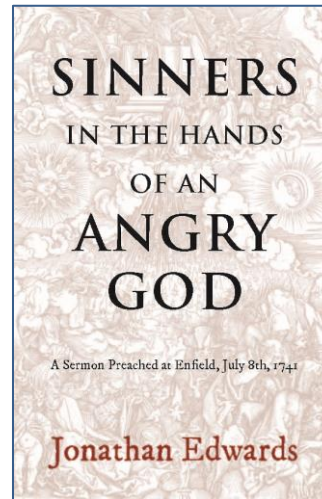
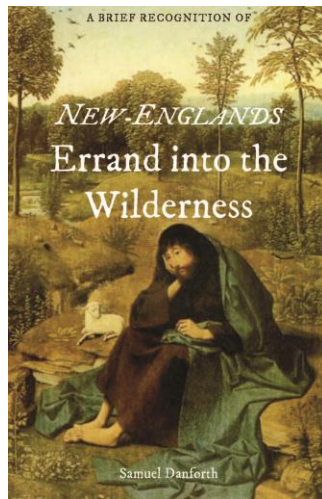
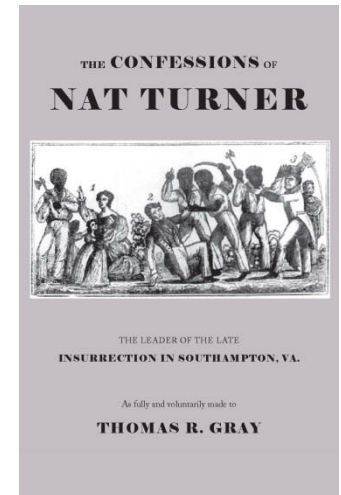
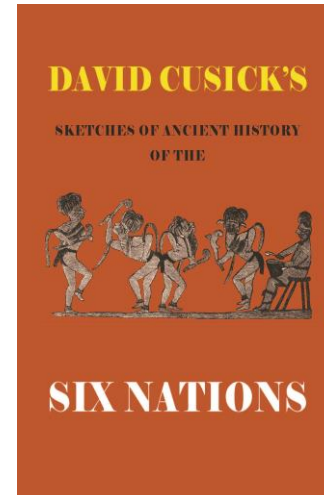
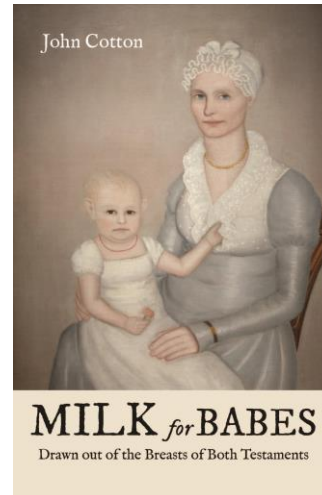
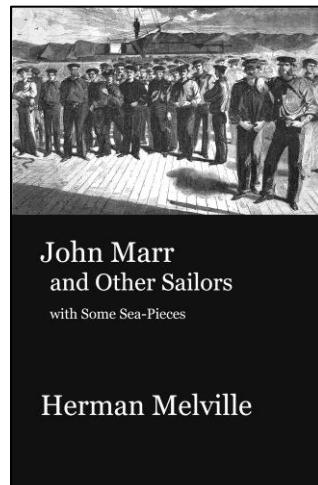
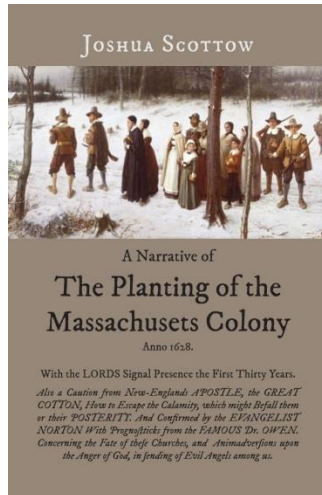
## A Nebraska Bird-Finding Guide

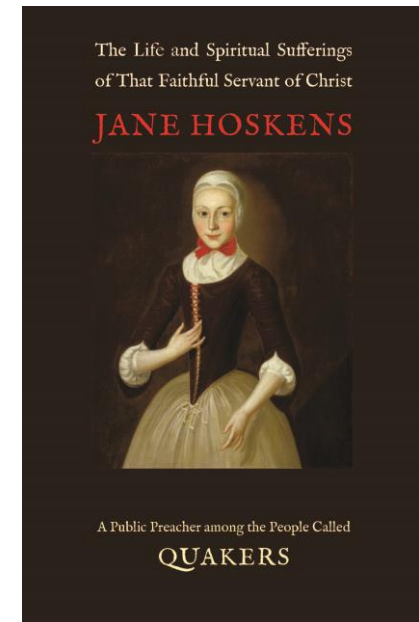
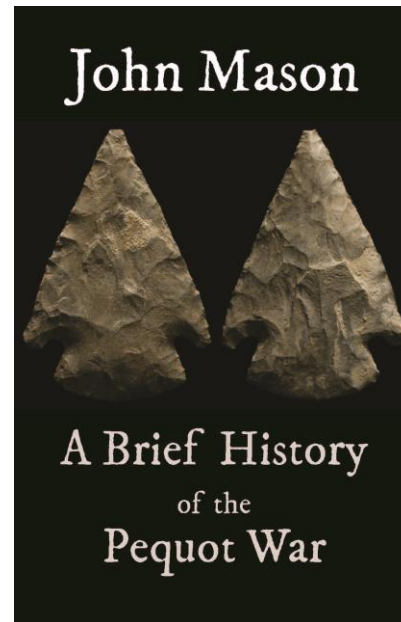
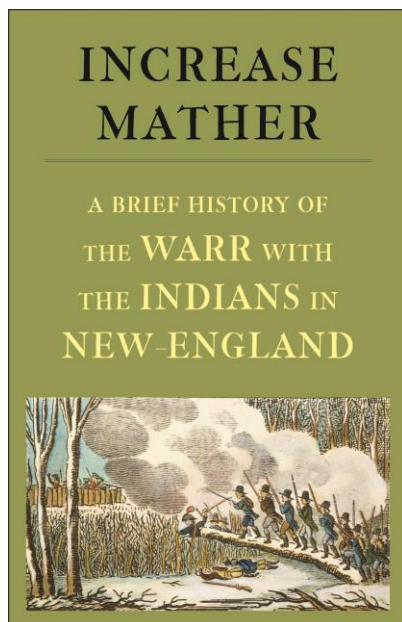
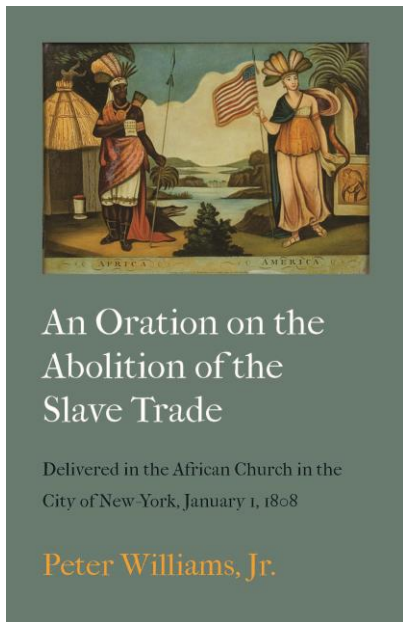
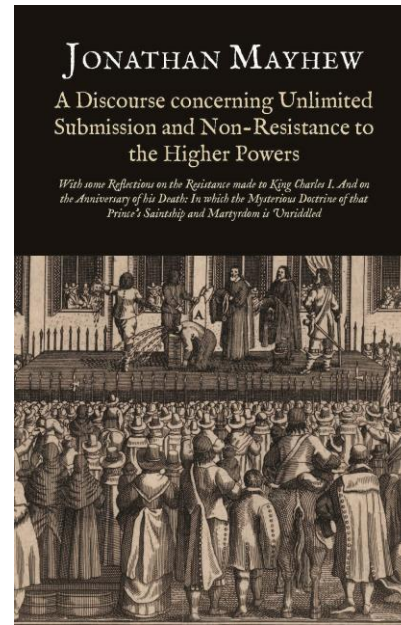
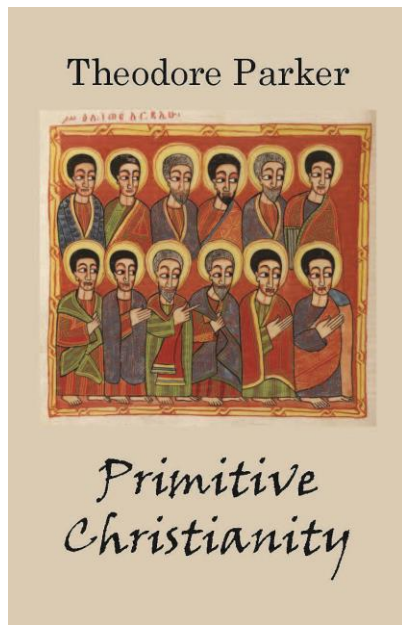
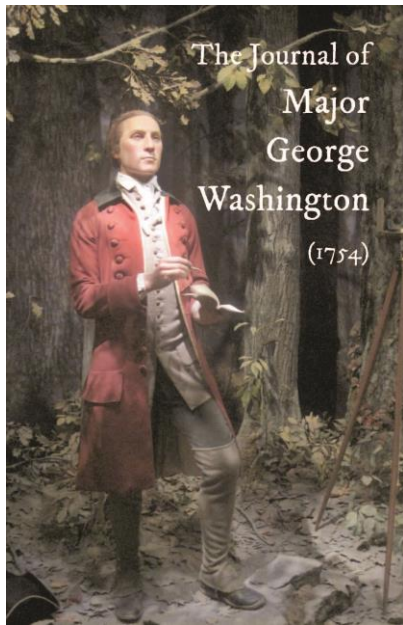






# Classic electronic “reprints”





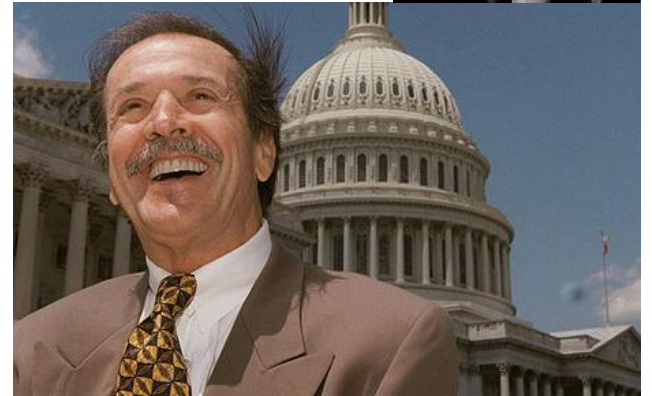
# III. Copyright is ...

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1. Important



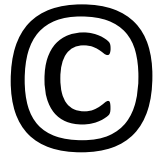
2. Confusing



3. A battleground

“Mr. Bono Goes to Washington”

# Copyright protects



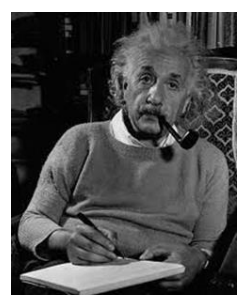
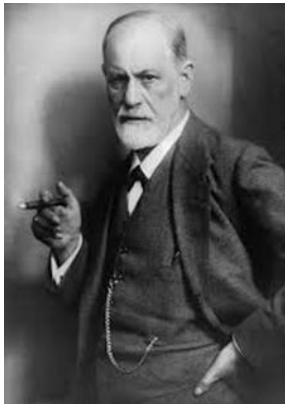
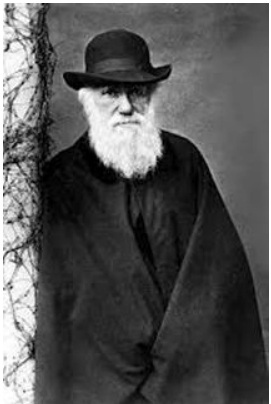
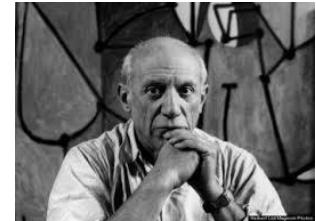
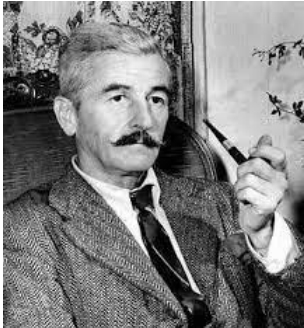
Original creators of intellectual property:

Writers

Artists

Researchers

Thinkers



# But these creators ...

are required to surrender their rights in order to

- get published
- achieve tenure
- remain employed



# Ownership of those rights ...

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Passes to large multinational private corporations or societies



# And those rights are administered

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For the benefit and profit of the  
secondary owners !!



# Some publishers are also willing to

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- Claim rights they do not legally hold
- Discourage or contest “fair use” of materials
- Collect fees for items they do not own
- Assert their rights at the expense of the author’s interests



# Copyright education is needed to reclaim public and academic rights under:

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- Public domain
- Fair use
- TEACH Act educational use
- Library preservation use



## IV. Open Access

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- A good idea; a good cause, ... but also
- An opportunity for entrepreneurs
- A new income stream for publishers

Don't you hate it when a good cause becomes a cover for a profit incentive?

# We practice “gratis” Open Access

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Content is **free** to access, use, and store, with no purchase, fees, registration, or log-in required.

*But the creator retains copyright  
and has some control over re-use.*



# Some insist on “libre” Open Access

---

Content may be re-published, re-used, re-distributed, modified, re-packaged, made into derivative works, etc.

*(Owner retains nominal “copyright” but grants a **Creative Commons** license that permits all other uses subject only to attribution requirement.)*



# And...

The two schools of thought are engaged in a somewhat bitter disagreement:



*“Gratis OA isn’t open access at all;  
it’s merely free access.”*

“From now on, Open Access means CC-BY.”



Heather Joseph, SPARC Repositories Meeting,  
Kansas City, March 2012

“It is about time to stop calling anything  
Open Access that is not covered by CC-BY,  
CC-zero, or equivalent.”

Jan Velterop (Elsevier, Springer, BMC, & AKnowledge),  
LIBLICENSE listserve, March 2012



Begone sinners!  
You are not real OA!



To me, this was like the  
expulsion from Eden.

*Cacciata dei progenitori dall'Eden (1427), Masaccio*

# But I got over it. ...

---

Open access publishing needs to be a “big tent” and accommodate different definitions, models, flavors, and opinions.



We must be tolerant of our differences and keep our “eyes on the prize.”

# We have supported and promoted “open access” for 8 years

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- 52,000 open-access works online (mostly “gratis”)
- 18 million downloads furnished to 200+ countries
- 20,000+ authors represented
- 20+ journals originated or archived
- 16 original & 50+ classic reprint e-books published

# In my view,

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“Libre” open access is promoted by purveyors and supporters of “Gold OA”, including

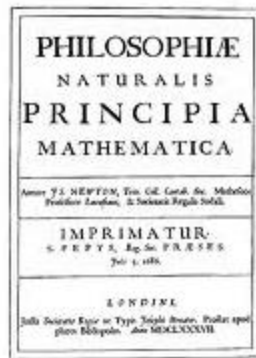
- SPARC
- Creative Commons
- OASPA

who serve the publishing industry, rather than the authors and end-users of academic works.

## 2 Questions:

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1) Does scholarly communication have to be a commercial transaction?



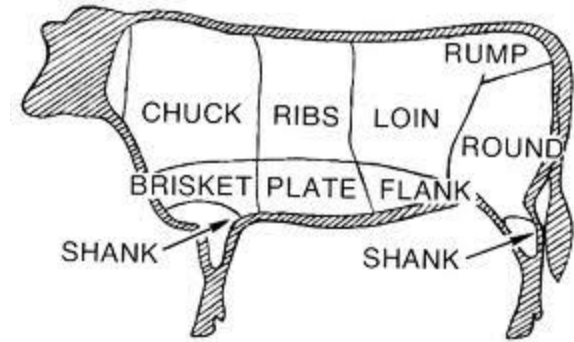
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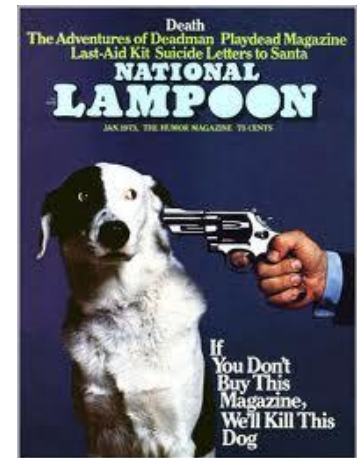
2) Is “open access” just a way to provide an alternate income stream for commercial publishers?



# My beef with **Gold and Hybrid OA:**



- We are giving our money to the same folks who have been holding our content for ransom for the past 50 years.
- What if we put these resources into developing our own means of production and distribution?





## Vision:

Libraries can  
lead the academy  
back to control of  
its own intellectual output

...

some day.

# Thanks for watching !

Paul Royster  
[proyster@unl.edu](mailto:proyster@unl.edu)



