Mission or Tradition?

Quality or Culture?

Entitlement or ROI?

Bella Karr Gerlich, PhD.

Texas Tech University

Ron Milam, Ph.D.
Texas Tech University
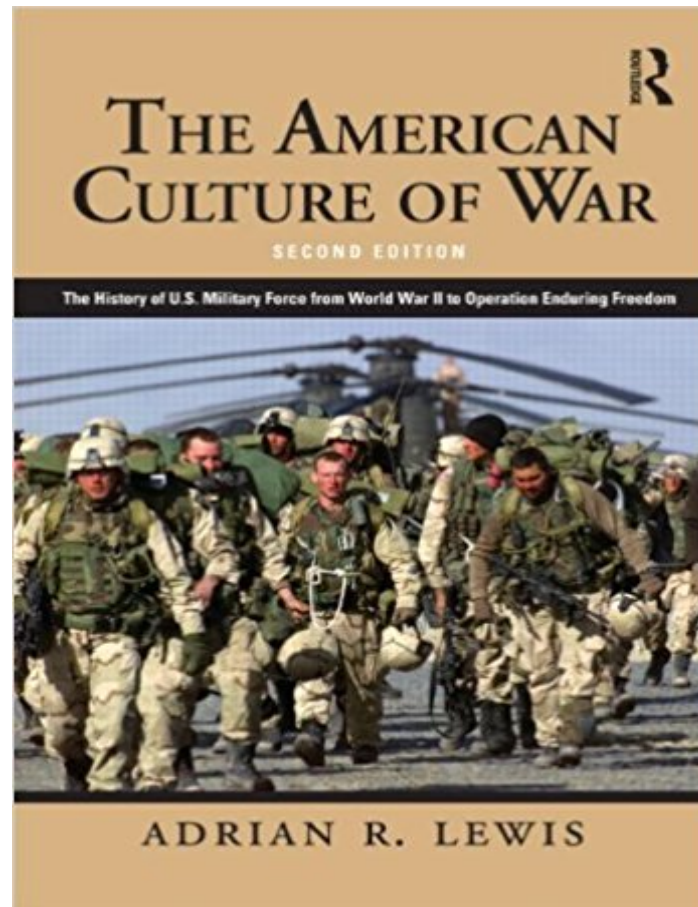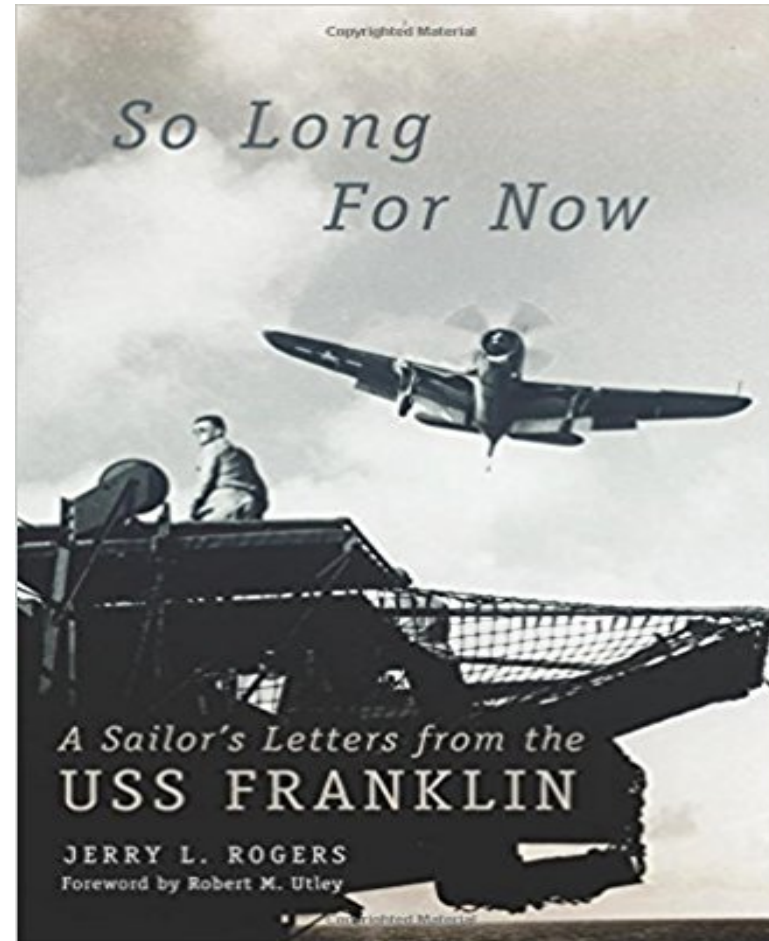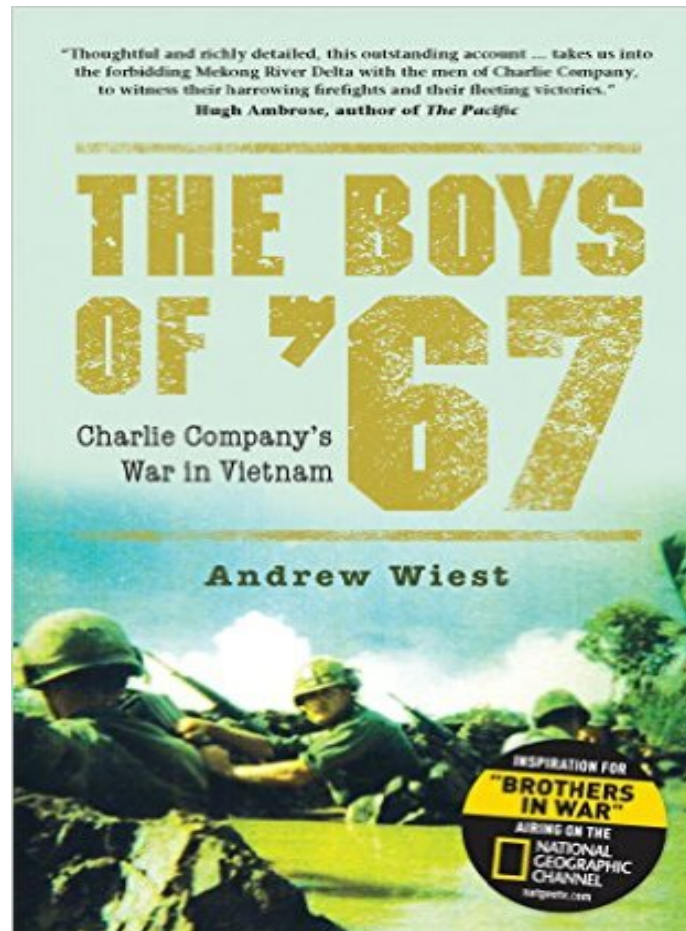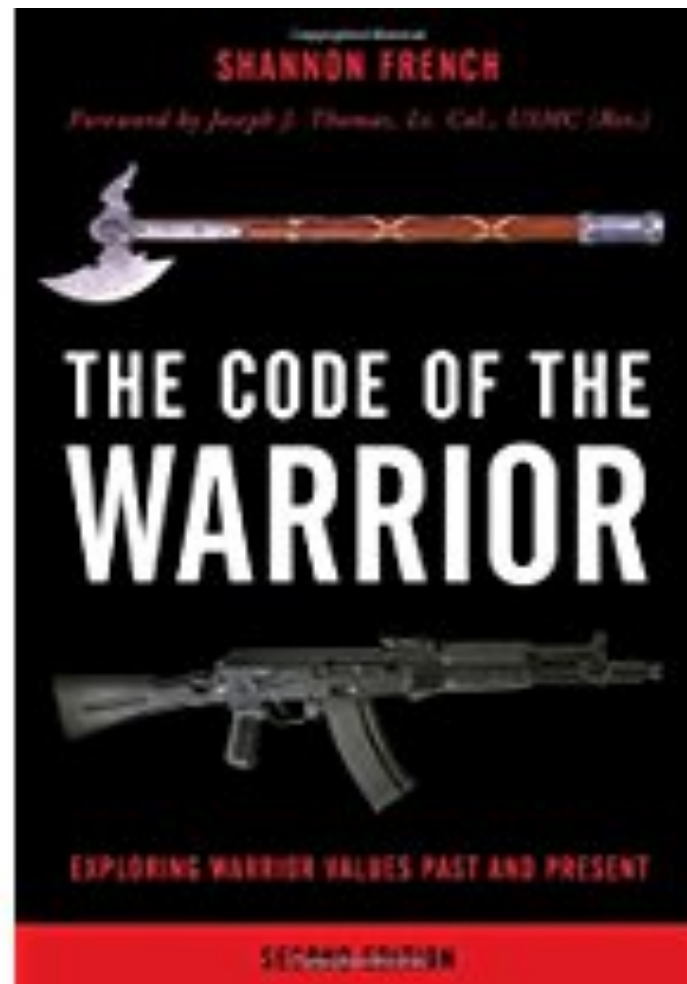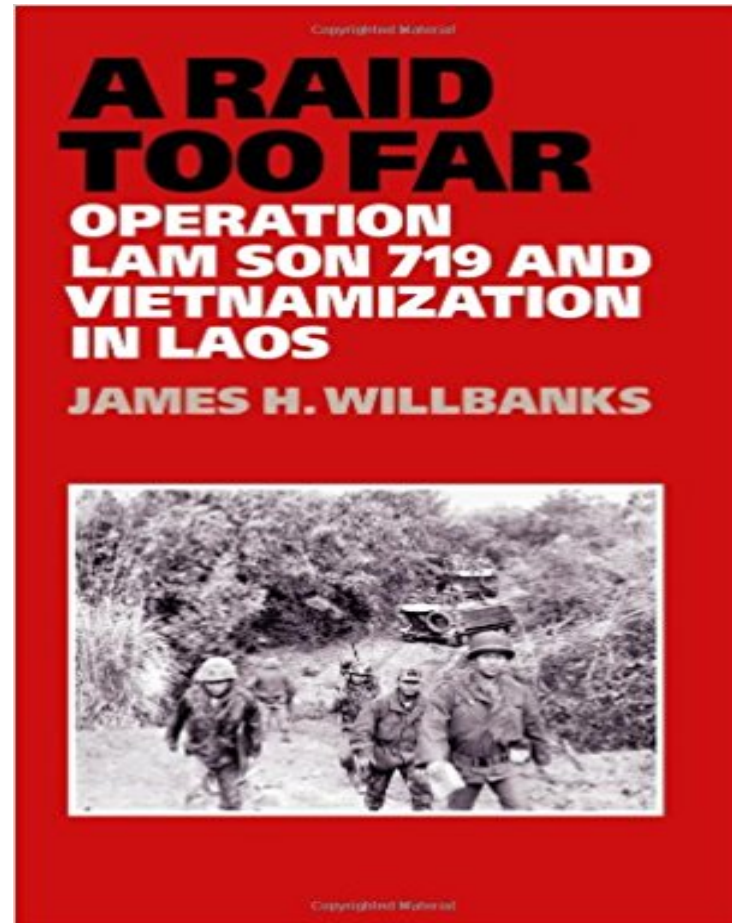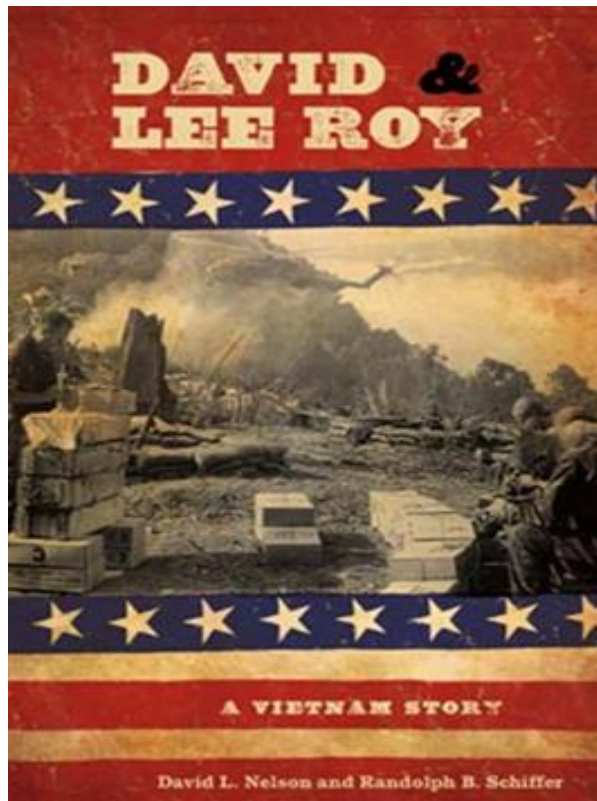
THE AMERICAN CULTURE OF WAR

SECOND EDITION

The History of U.S. Military Force from World War II to Operation Enduring Freedom

ADRIAN R. LEWIS

Reputation Management (and Altmetrics)

Sheila Hoover
Texas Tech University Library

Reputation Management

Altmetrics

Google scholar and citations

PlumX

Reputation management is about understanding and influencing an individuals' reputation.

In the context of book publishing, this means both the author and the publisher.

In scholarly and scientific publishing, altmetrics are non-traditional metrics proposed as an alternative to more traditional citation impact metrics, such as impact factor and h-index generalization of article level metrics.

The term altmetrics was proposed in 2010. Although altmetrics are often thought of as metrics about articles, they can be applied to people, journals, books, data sets, presentations, videos, source code repositories, web pages, etc.

Assessing the effectiveness of whole person learning pedagogy in skill acquisition

JD **Hoover**, RC Giambatista, RL Sorenson… - … Learning & Education, 2010 - amle.aom.org

Abstract We describe a whole person learning experiential/ behavioral skill pedagogy developed in an executive skills course. The pedagogy was designed to address recent criticisms of MBA education relative to program relevancy and the skill sets of students

Cited by 93 Related articles All 10 versions Web of Science: 23 Cite Save

Social Media

Maintain a blog

- Blog about your authors and books

Get a face book account

- Friend other publishers and review and retail outlets
- Advertise your new books and authors

Get a twitter account

- Connect to other publishers and review and retail outlets
- Announce your new books

Have authors get PlumX account

- Follow outputs to gauge impact

PlumX Metrics:

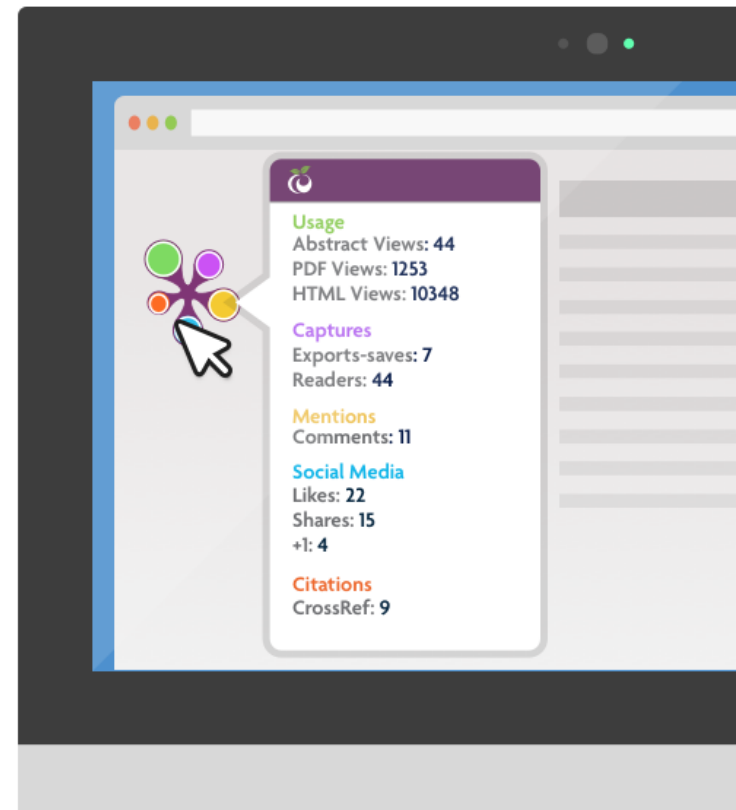Get more value from your institutional repository.

PlumX Metrics allows you to get more value from an institutional repository (IR) by embedding the altmetrics about your research directly into the IR. These altmetrics are about the different versions of the same article – not just the one in the IR, so your authors can see the impact and reach of their research in just one place. This makes your IR a more valuable place for research and encourages your authors to deposit their articles and other research.

Embed metrics where you need them.

The PlumX metrics come to you. The Plum Print shows all of the metrics about your research that you can easily embed anywhere.

Same article – different places. Measure them all.

Research output is hosted on multiple platforms including publisher sites, discipline-based pre-print repositories, institutional repositories, and aggregated databases. In addition research is referenced on web sites such as faculty pages, department and lab sites, CVs, and abstracting and indexing databases. PlumX provides easy-to-embed metrics widgets for all of these types of resources.

Usage
Abstract Views: 44
PDF Views: 1253
HTML Views: 10348

Captures
Exports-saves: 7
Readers: 44

Mentions
Comments: 11

Social Media
Likes: 22
Shares: 15
+1: 4

Citations
CrossRef: 9

Examples of each type are:

Usage – clicks, downloads, views, library holdings, video plays   Learn more

Captures – bookmarks, code forks, favorites, readers, watchers   Learn more

Mentions – blog posts, comments, reviews, Wikipedia links   Learn more

Social media – +1s, likes, shares, tweets   Learn more

Citations – citation indexes, patent citations, clinical citations   Learn more

PlumX from Plum Analytics: Not Just Altmetrics

USAGE ⌄	105	CAPTURES ⌄	27	MENTIONS ⌄	2
Abstract Views ◎	91	Exports-Saves ◎	19	Blog Mentions ◎	1
Link-outs ◎	14	Readers ◎	8	Links ◎	1

Groups ⌄   Welcome Thomas, Camille ⌄   🔍

☑ Show Profile Data   ⚙ Embed Widget

Joy M. Perrin

ⓘ ORCID, ⚓ DSpace Author, 🔗 Linkedin, 🐦 Twitter

Researcher from:
Library Faculty

Artifact Summary

7	5	4	2	1
Conference	Article	Research	Book	Other

● ○ ○ ○ ○ ○

All (19)	Conference Paper (7)	Article (5)	Research Artifact (4)	Book (2)	Other (1)

Export Data

Filter...

Impact by Type: All

Year ▼	Title	Type	Captures +	Citations +	Social Media +	Mentions +	Usage +
			All				
2016	Envisioning our preferred future : new services, jobs, and directions	Book	5				58
2015	Digitizing flat media : principles and practices	Book	2			2	122
2015	Digital Preservation Challenges with an ETD Collection - A Case Study at Texas Tech University	Article	132	1	1		1541
2014	Tutorials on Google Analytics: How to Craft a Web Analytics Report for a Library Web Site	Article	63	1			548
2014	Usability testing for greater impact: A primo case study	Article	29	2			

Value (and Library Publishing)

Marina Oliver
Texas Tech University Library

Vicious Cycle

Subscription inflation out paces library budgets.

http:// *Changes the World*

High user expectations - Instant gratification

"If it ain't online it don't exist"

- We begin the digital flip
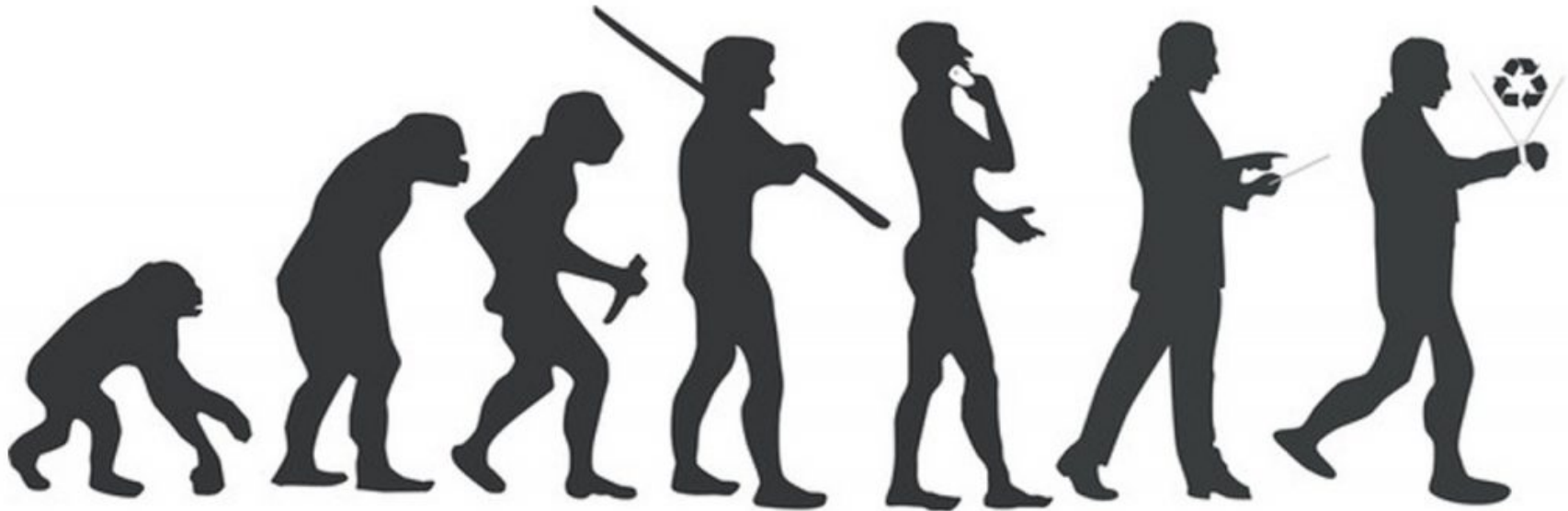
- Big Deal(s) = big bucks

- Library Consortia – more participants share the cost

From Darwins' Theory for Evolution of the Apps, https://prismetric.com/darwin's-theory-evolution-apps/

Academic Social Networking

Scholarly communication moves at the speed of a tap, swipe or click

Google Scholar – heightened discoverability!

Enhanced content – videos, linked data, linked citations

Oh, BTW … it should be free for everyone

Unrestricted access and reuse

- Green – you can archive pre/post-prints in local repository (sometimes publisher's copy)

- Gold – articles in OA journals

- Hybrid - OA articles in subscription journals, for a fee

OA equals no cost to use

OA <u>does not</u> equal no cost to produce

- Infrastructure – printers/servers/websites/use stats

- Editorial boards / peer reviewers

- Relevance/reputation – Promotion and Tenure

- Marketing

- Revenue stream

- Sustainability / continuity

It's researchers who provide the content, the ideas

Publishers manufacture and distribute a container

Authors furnish the contents

Together = scholarly publication

Are OA advocates;

Have strong relationships with campus researchers;

Are under strict budgets constraints.

Libraries and Authors are an OA match

Libraries have:

Skills

– Scholarly Communications Librarians

– Copyright expertise

– Metadata Librarians

– IT staff

Technology

– Digital Services Departments

– Institutional Repositories

Money – we have the money right?

Publication reputation

- Rigorous review process
- Create relevance for promotion and tenure

Visibility

- Make a new product known and discoverable

Continued financial support

Sustainability / Continuity (all of the above)

We don't have to do it like established publishers

Examples:

- Knowledge Unlatched
- Open Textbook Library
- Project Muse (coming 2018)
- Cultural Anthropology

"Knowledge Unlatched is not a publisher, rather we are an organization that is coordinating a global coalition of libraries that will share the costs of making books and journals Open Access"

Knowledge Unlatched

Libraries

A community-driven initiative that helps to lower costs and enable wider access for peer-reviewed titles from respected publishers

Publishers

Sustainable pricing to cover the cost of publishing titles Open Access, while maintaining flexibility in distribution of different formats

Authors

A route to Open Access that involves no cost to authors and promotes maximising publication discovery

Readers

Anyone, anywhere in the world, can discover, read and enjoy free access to full-length PDF versions of peer-reviewed scholarly books and articles

Supported by crowdfunding

"We believe that by working together libraries and publishers can create a sustainable route to <u>Open Access</u>"

"By offering books and journals through Knowledge Unlatched, publishers gain access to funding to cover the fixed costs of publishing scholarly content in the form of a Title Fee that will be paid by the Knowledge Unlatched member libraries."

KU books – available now

KU journals – first round 2017

http://www.knowledgeunlatched.org/wp-content/uploads/2017/01/KU-Select-2017-Journals-Publisher-Information.pdf

KU books accessible via OAPEN and HathiTrust

Discoverable via DOAB, HathiTrust, EDS, Summon, and Ex Libris

No place, unknown, or undetermined (6)

England (4)

United Kingdom (4)

more...

Date of Publication

2010-2019 (100)

2016 (77)

2013 (13)

2014 (10)

9999 (1)

Original Format

Book (101)

Archive (27)
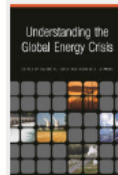
Photographs & Pictorial Works (1)

Original Location

Knowledge Unlatched (101)

Facets of Facebook : Use and Users / v. Baran, Katsiaryna / Knautz, Kathrin.

Published 2016

ⓘ Catalog Record   ▤ Full view

Understanding the global energy crisis / edited by Eugene D. Coyle and Richard A. Simmons.

Published 2014

ⓘ Catalog Record   ▤ Full view

Composing the party line : music and politics in early cold war Poland and East Germany / David G. Tompkins.

by Tompkins, David G.
Published 2013

ⓘ Catalog Record   ▤ Full view

Borderland City in New India : Frontier to Gateway / Duncan McDuie-Ra.

by McDuie-Ra, Duncan,
Published 2016

ⓘ Catalog Record   ▤ Full view

- Library funded

- Journals and books offered are determined by participating libraries

- Partnership with publishers

- Freely available to all

"The Open Textbook Network provides a growing catalog of free, peer-reviewed, and openly-licensed textbooks"

OTN is comprised of 350 members

http://open.umn.edu/opentextbooks/

Strategy

- Multi level development

  - *onsite faculty workshops*

  - *OTN Summer Institute for campus leader development*

- Faculty are given stipends for attending the workshop and reviewing of one of the OTL textbooks

- Well established "society" journal published by Wiley

- Transitioned to OA with Society of Cultural Anthropology (SCA) as publisher

- A partnership with Duke University Libraries

- February 2014 first OA issue released

There is more to an OA journal than the articles.

Robust infrastructure is as important as the scholarly content.

SCA assumed CA publishing responsibilities 2013. Duties now included :

- *Production*
- *Content management*
- *Metadata editing, and distribution*
- *CA website - publishing platform*
- *Administration*

- Prior to going OA much of the above was provided by Wiley

- This new "freedom" came much more responsibility for the final product

- To paraphrase CA Managing Editor Timothy Elfenbein:

When we envision a world of OA scholarly journals we need to be keenly aware that the it is not just about the the articles that require our zeal but also the backend, all that goes into making the final product available.

- As libraries become participants and not just consumers of scholarly publishing

- We need to be deeply aware of the challenges to maintain a robust infrastructure. Without which the scholarly articles contained within the journal or book will be lost

- Our publications must gain relevance and reputation in the research community

- We need a solid source of funding

Looking at the various ventures into library publishing and all that entails, it appears to be best addressed by those sharing the responsibilities. Partnerships between libraries, platform providers, publishers, and researchers. That is, let us each do what we do best together, to build sustainable OA publications. Allowing unrestricted use and cost savings for libraries.

Knowledge Unlatched http://www.knowledgeunlatched.org/

Open Textbook Library/Network http://open.umn.edu/opentextbooks/

Mangiafico, Paolo, and Kevin L. Smith 2014 "Reason, Risk, and Reward: Models for Libraries and Other Stakeholders in an Evolving Scholarly Publishing Ecosystem." Cultural Anthropology 29, no. 2: 216– 35.

Elfenbein, Timothy W. 2014 "Cultural Anthropology and the Infrastructure of Publishing." Cultural Anthropology 29, no. 2:288-303

Thank you! Questions, Discussions?