Putting scholarly publishing at the heart of the Academy

Rupert Gatti
(Trinity College, Cambridge)

OpenBook Publishers

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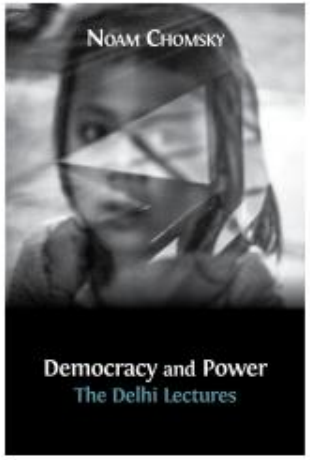


Democracy and Power. The Delhi Lectures

by Noam Chomsky. Introduction by Jean Drèze

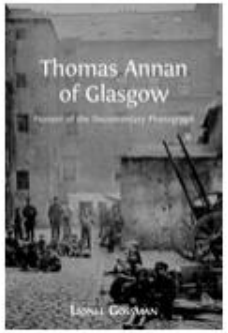
Chomsky's early insights into the workings of power in the modern world remain timely and compelling. Published for the first time, this series of lectures provides the reader with an invaluable introduction to the essential ideas of one of the leading thinkers of our time.

More information >

Featured Books

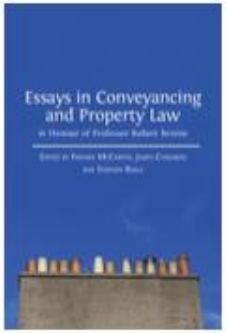
Fiesco's Conspiracy at Genoa

Friedrich Schiller. Translated by Flora Kimmich, with an



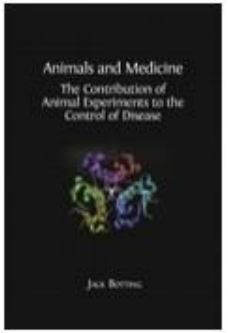
Thomas Annan of Glasgow: Pioneer of the Documentary Photograph

Lionel Gossman



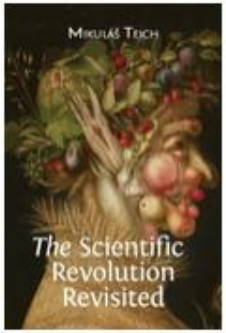
Essays in Conveyancing and Property Law in Honour of Professor Robert Rennie

Frankie



Animals and Medicine: The Contribution of Animal Experiments to the Control of Disease

Jack Botting



The Scientific Revolution Revisited

Mikuláš Teich

Research Centre

- Base institutional unit of academic research for this discussion – the ‘heart’ of the Academy:
  - University Faculty or Department
  - Externally funded research centre

RC: Objectives

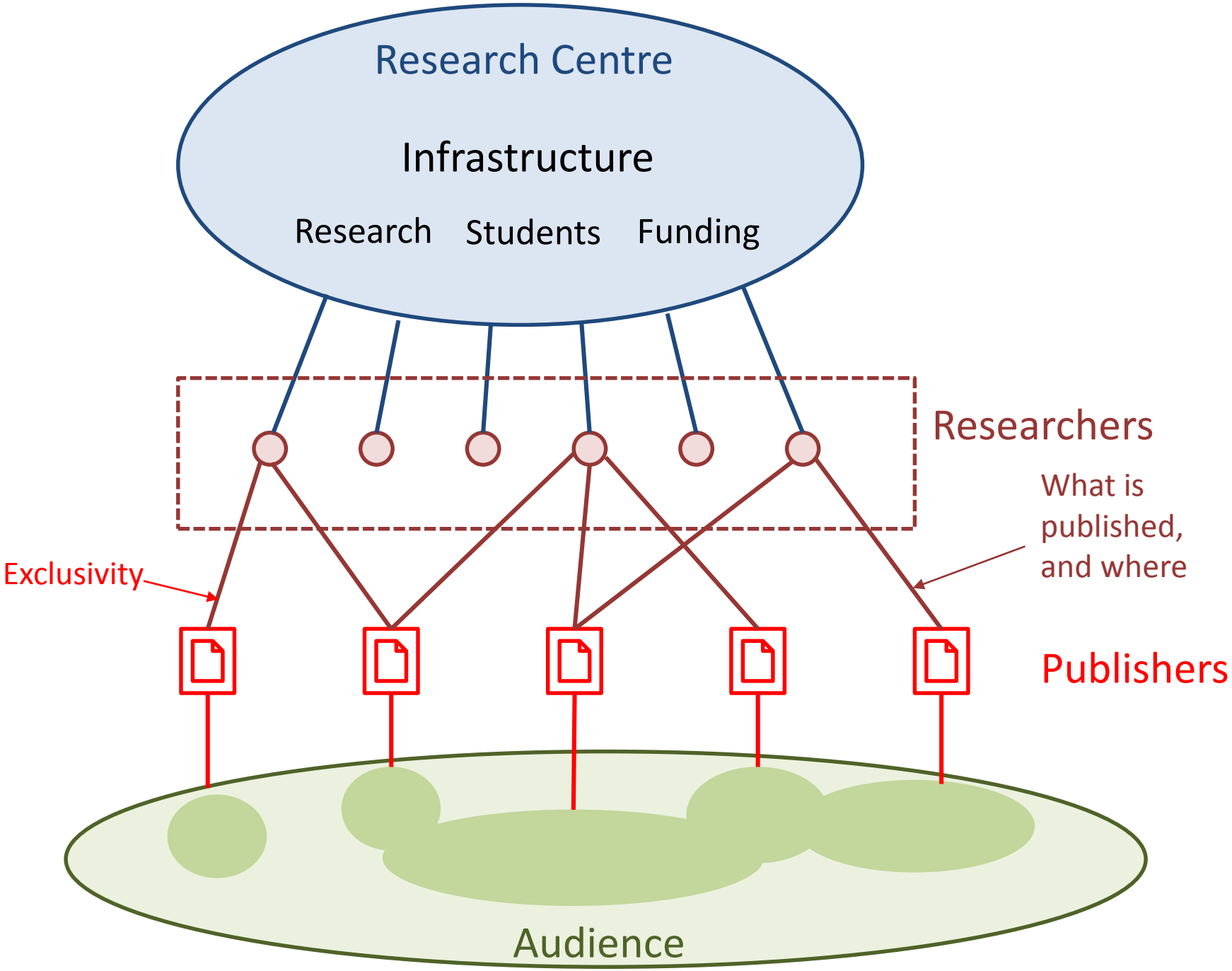
Objectives will be different for every RC, but some may include:

- Conduct high quality research
- Attract high quality researchers
- Provide resources required for research
- Address specific issues or audiences
- Financial sustainability

Audience

Who are the audiences RCs seek to engage with?

- Other researchers
- Students and lecturers in research area
- Research funders
  - Public funding councils
  - Private enterprise
- Potential students (attract good students undergrad/phd – attract funding through fees – overseas students)
- Policy makers
- Alumni
- Other ‘users’ of research
  - Industry
  - personal
- Geographic reach


Research Centre
Infrastructure
Research Students Funding
Researchers
What is published, and where
Exclusivity
Publishers
Audience

Legacy Model - Indirect Dissemination

- Leave the dissemination strategy to the researcher
  - don’t take copyright from author
  - don’t tell author where to publish
- Researcher delegates dissemination to publisher
  - Objectives of individual researcher may differ from the RC
  - Signs over copyright, exclusive publishing clause etc
- Exclusive publishing clause:
  - means RC cannot proactively develop independent dissemination strategy

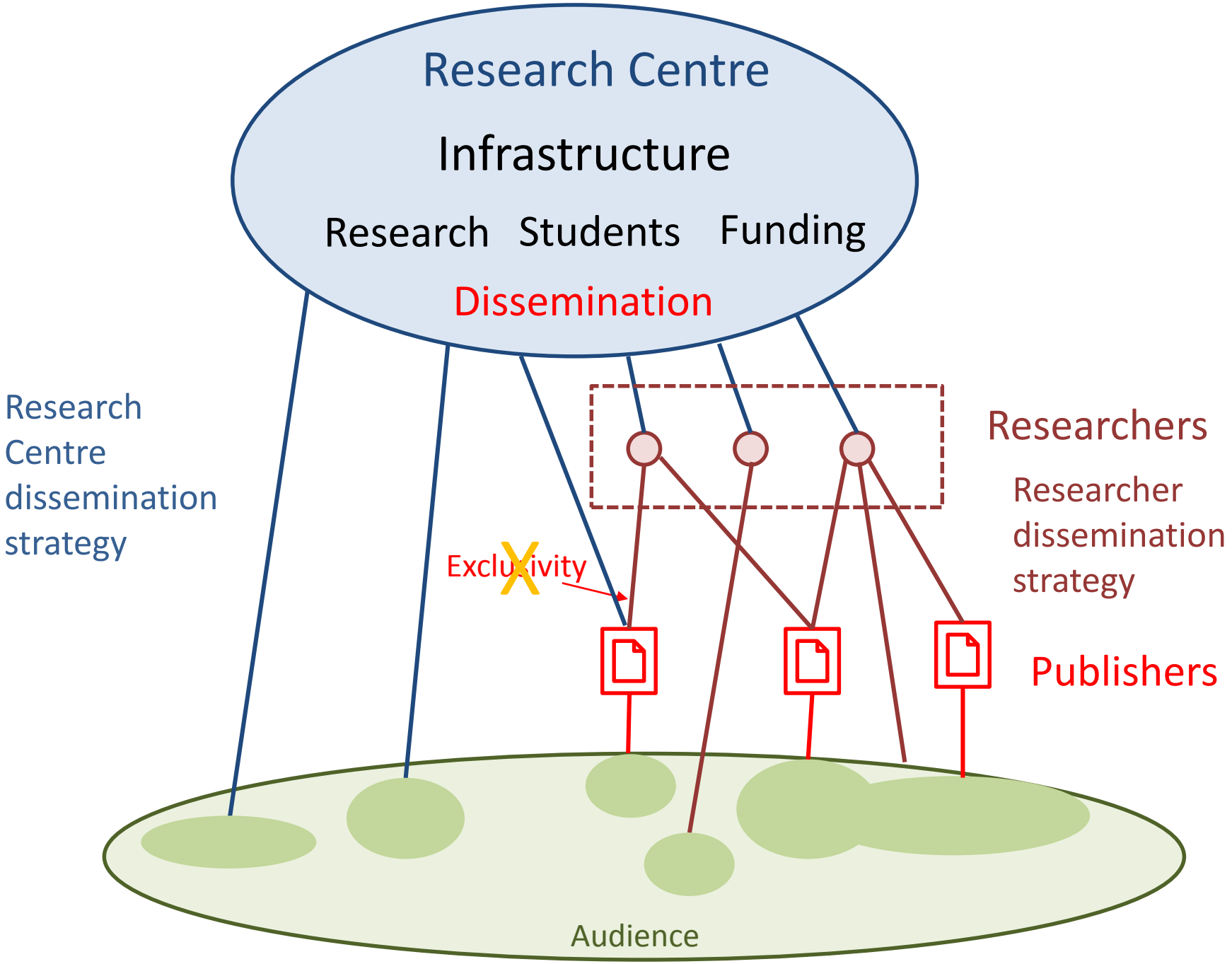
Impact of indirect control

- With legacy model control over dissemination by researchers can only be through the employment contract with the researcher.

- Is it surprising that we have such reliance on citation metrics and specific journal/publisher destinations in performance appraisal?

OA allows direct dissemination

- CC BY licence and non-exclusive publishing agreement means that research centres are free to develop their own dissemination strategy without interfering with either the researchers rights or publisher restrictions.
- Similarly individual researchers have more flexibility over their own dissemination strategies.


Research Centre
Infrastructure
Research Students Funding
Dissemination
Research Centre dissemination strategy
Researchers
Researcher dissemination strategy
Exclusivity
Publishers
Audience

Direct dissemination

- Allows researchers to develop innovative research techniques and processes
- Different audiences require different information, in different formats
- Ways to interact with audiences differ
- RC ‘brand’ can be developed
- RC can use research for objectives that may not directly align with the researcher

What to disseminate?

- Research findings - articles, books, working papers, seminars
- Research data – open data
- Research methods
- Blog posts
- Literature reviews and surveys
- Filters and collections of articles – references sources for others
- Lectures/Course notes – MOOCs
- Archives

How to disseminate?

- ‘legacy’ publications – journals/books
- working papers
- Blogs/social media
- metadata
- Archives
- Platforms/tools for providing access to data bases
- Nanopublications

Dissemination as infrastructure of RC

What do you want your dissemination infrastructure to achieve?

- Provide flexibility for improved and innovative activities be researchers
- Provide improved teaching resources for lecturers
- Provide RC with better ways to interact with external audiences
- Develop the ‘brand’ or awareness of the RC

Problems for Research Centres

- Problem 1: Resources

Don’t have the technical & professional expertise to undertake all aspects of dissemination

  - Lesson 1: Be clever with resources you do have
  - Lesson 2: Look for general resources available externally
  - Lesson 3: Share resources & knowledge

Assess Resources Available

Different support teams may exist already

- IT Services
- Archives
- Textual support / Manuscript preparation, research grant preparation, teaching and research assessment exercises
- Copyright & IP offices
- PR & marketing teams
- Alumni ‘development’ offices
- What external resources can you easily harness

Example: Journal provision

Objective: Provide researchers with the ability to establish their own journal

External Source: Open Journal Systems is a wonderful software platform to do this

Action: Encourage an IT person to install OJS (a couple of days work) understand how it works, and become contact person for researchers.

But there is more to running a successful journal than having the software:

defining objectives, organizing editorial board, peer review process, ethics reviews, attracting authors etc

Action: Coordinate information transfer between those that have and those that want to set up journals - "how to" seminars etc..

Support for journals to increase impact. Creation of metadata, DOIs, citation index, advertising, social media etc…

Action: Contact person to administer

Typesetting

Action: Assess level of typesetting support available

Problem 2: Archiving/Longevity

- Many RCs only have a short life – funding for x years
- Many dissemination initiatives will fail – but need the research to live on

Action: Coordinate with existing archiving services

Who should do the dissemination?

Providing dissemination infrastructure will requiring coordination across many different agents

- Researchers, IT, data managers, archivists, marketing & PR, copyright & IP, librarians …

Where should it be housed?

- Libraries? IT/admin support?

Lesson 4: Keep strategic control

OBP Case studies: RC Book Series

- Case study 1:

RC has an existing legacy publishing house, wishes to convert to OA

Solution: OBP Distribution only

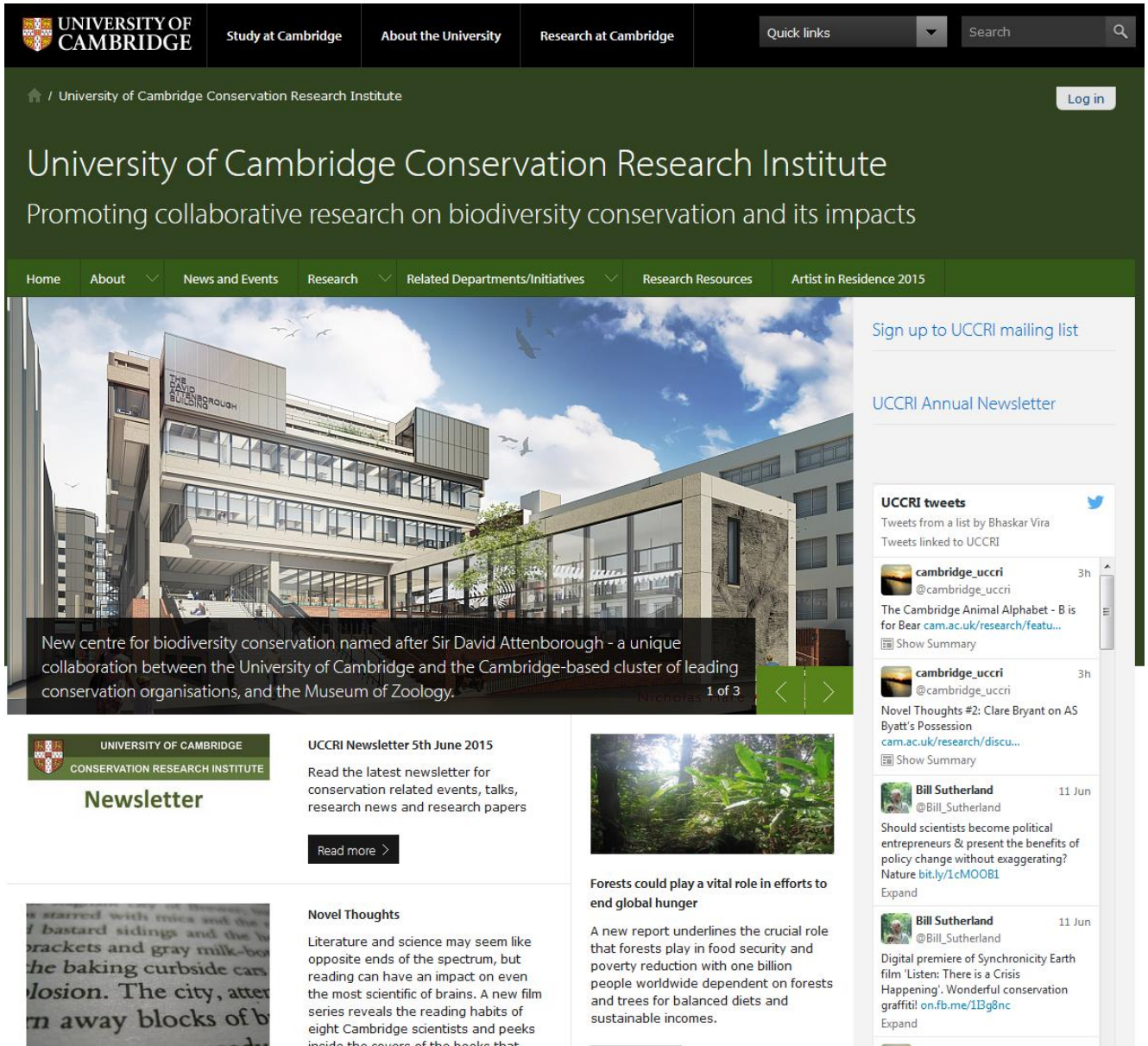
RC keep existing process in place

OBP: Takes “camera ready files”

Creates multiple digital editions

Distributes print/digital/open access editions through our existing infrastructure

Case Study 2: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Artist in Residence 2015
New centre for biodiversity conservation named after Sir David Attenborough - a unique collaboration between the University of Cambridge and the Cambridge-based cluster of leading conservation organisations, and the Museum of Zoology.
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Should scientists become political entrepreneurs & present the benefits of policy change without exaggerating? Nature bit.ly/1cMOOB1
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Digital premiere of Synchronicity Earth film 'Listen: There is a Crisis Happening'. Wonderful conservation graffiti! on.fb.me/1I3g8nc
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Read more
Forests could play a vital role in efforts to end global hunger
A new report underlines the crucial role that forests play in food security and poverty reduction with one billion people worldwide dependent on forests and trees for balanced diets and sustainable incomes.
Novel Thoughts
Literature and science may seem like opposite ends of the spectrum, but reading can have an impact on even the most scientific of brains. A new film series reveals the reading habits of eight Cambridge scientists and peeks

ConservationEvidence.com

Providing evidence to support decisions about nature conservation

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e.g. "frogs chytrid"

Search

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Or browse by category:

- Birds — 457 Actions
- Amphibians — 129 Actions
- Farmland — 119 Actions
- Bats — 78 Actions
- Bees — 59 Actions
- Soils — 27 Actions

Our mission

Conservation Evidence is a free, authoritative information resource designed to support decisions about how to maintain and restore global biodiversity.

We summarise evidence from the scientific literature about the effects of conservation interventions, such as methods of habitat or species management.

We also publish new evidence in our online journal *Conservation Evidence*.

Why not search the database of summaries of over 4,200 papers that determine the consequences of interventions? Why not look at our synopses that summarise all the research looking at whether interventions are beneficial? Current synopses cover amphibians, bats, bees, birds, European farmland, natural pest control, enhancing soil fertility and sustainable aquaculture, but

The journal, *Conservation Evidence*

A unique, free to publish open-access journal publishing research and case studies that measure the effects of conservation actions.

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Synopses

What are synopses?

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Farmland Conservation

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Natural Pest Control

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Conservation Evidence

- Mission:

  authoritative information resource designed to support decisions about how to maintain and restore global biodiversity.

- Database: of over 4000 summaries of academic articles assessing impact of environmental policies
- Journal: to publish empirical data (OJS)
- Synopses: by family (Birds/Bats/Bees/Amphibians)
- Handbook: updated annually

Case study 3:

UNIVERSITY OF CAMBRIDGE Yale WORLD ORAL LITERATURE PROJECT

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An urgent global initiative to document and make accessible endangered oral literatures before they disappear without record

For many communities around the world, the transmission of oral literature from one generation to the next lies at the heart of cultural practice. Performances of creative works of verbal art - which include ritual texts, curative chants, epic poems, musical genres, folk tales, creation tales, songs, myths, legends, word games, life histories or historical narratives - are increasingly endangered. Globalisation and rapid socio-economic change exert complex pressures on smaller communities, often eroding expressive diversity and transforming culture through assimilation to more dominant ways of life. As vehicles for the transmission of unique cultural knowledge, local languages encode oral traditions that become threatened when elders die and livelihoods are disrupted. > more

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Events

Book launch for Ruth Finnegan's *Oral Literature in Africa* was held at Heffers Bookshop, Cambridge on 15 Oct 2012.

Charting Vanishing Voices: A Collaborative Workshop to Map Endangered Oral Cultures was held on 29-30 June.

On 01 June 2012, **Professor Rukmini Bhaya Nair** gave a lecture on *The Material Culture of Oral Narratives in India*.

News

June 2013: Publication of Oral Literature in the Digital Age: Archiving Orality and Connecting with Communities.

February 2013: Publication of the sixth Occasional Paper, Encyclopaedia of Literatures in African Languages by Ursula Baumgardt and Marie Lorin.

January 2013: Project celebrates the 50th collection hosted online.

Dec 2012: Mark Turin presents the three part series Our Language in Your Hands on BBC Radio 4.

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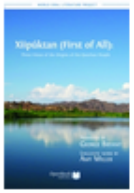
Stories from Quechan Oral Literature

Linguistic work by A.M. Halpern and Amy Miller

More information



Xiipúktan (First of All): Three Views of the Origins of the Quechan People

George Bryant (linguistic work by Amy Miller)

More information

How to Read a Folktale: The 'Ibonia' Epic from Madagascar

Lee Haring

More information

Storytelling in Northern Zambia: Theory, Method, Practice and Other Necessary Fictions

Robert Cancel

More information

Oral Literature in the Digital Age: Archiving Orality and Connecting with Communities

Mark Turin, Claire Wheeler and Eleanor Wilkinson (eds.)

More information

Oral Literature in Africa

Ruth Finnegan

More information

Provide services – see what happens

- Find out what dissemination already occurring – and how you can support.
- Don’t wait to be asked
- Inform researchers of services available
- Showcase how they can be used
- Encourage innovation, and adopt a “can do” attitude

And remember:
Help is available ….

- Digital dissemination: Google Books, OAPEN, OpenEdition
- Print distribution: PoD Amazon/Lightning Source
- Typesetting/Proofreading/Copyediting/Indexing
  well established markets & service providers
- Software: PKP, OATA …..
- Whole/part OA workflows: Open Book Publishers, Open Humanities Press, Ubiquity Press