

The Future of Scholarly Publication

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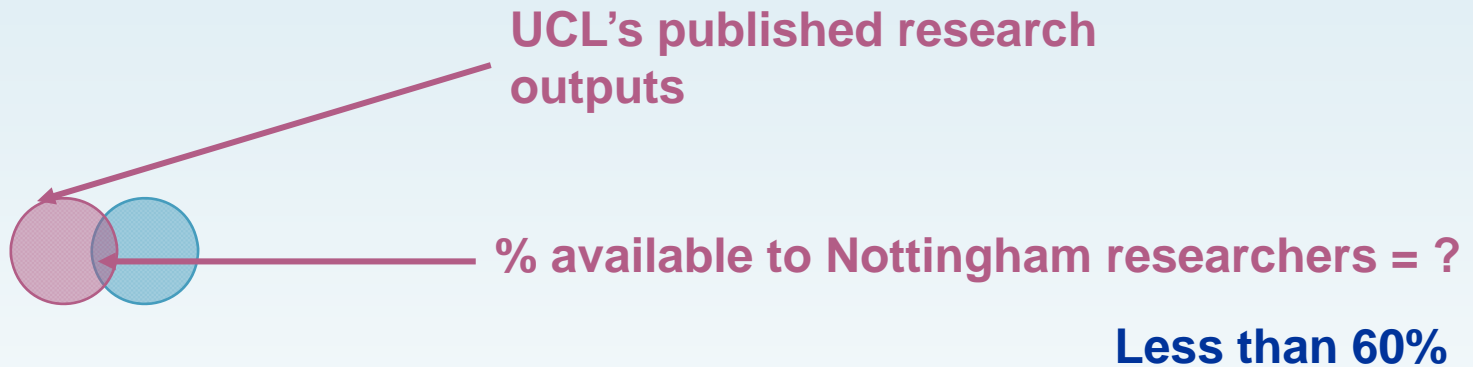
- Scholarly Communications debate
 - Model for Science, Technology and Medicine
 - What is the model for Arts and Humanities?
- E-Books
- UCL's IPR Management
 - Open Access to research theses
- Conclusions?

Science, Technology and Medicine driven by Serials Crisis

- ❑ No library can ever purchase all the materials it needs
 - ❑ LISU found that the increase in median journal prices for 12 scholarly journal publishers from 2000-2004 varied from
 - ❑ 27 % (Cambridge University Press) to
 - ❑ 94% (Sage)
 - ❑ Over the same period the inflation rate was, on average
 - ❑ 2.5%

- ❑ Key Perspectives, *Guide to Scholarly Publishing* at [www.jisc.ac.uk/uploaded_documents/i\)%20Guide%20on%20Scholarly%20Publishing%20Trends%20FINAL.doc](http://www.jisc.ac.uk/uploaded_documents/i)%20Guide%20on%20Scholarly%20Publishing%20Trends%20FINAL.doc)

Access to the literature – two UK case studies



'How accessible is NHS-funded research to the general public and to the NHS's own researchers?' M Cockerill, 2004,

<http://www.biomedcentral.com/openaccess/inquiry/refersubmission.PDF>

What is the model for Arts and Humanities?

- Many of the issues present in the STM not relevant?
 - Mandates/Conditions of Grant from external funders?
 - Certainly a growing feature for A+H research, but not universal
 - Journals?
 - Journals not the unit of scholarly output, but the monograph
 - Subscriptions?
 - Not a major issue for these subject areas
 - but libraries have to pay the STM serials invoice first before buying anything else

So the issue is...

- Scholarly Communications debate in Arts and Humanities
 - Not a crisis, but a challenge
- A challenge to:
 - Disseminate more widely
 - Use modern technology more effectively
 - Gain greater visibility for Arts and Humanities outputs as a result

E-Books

- ❑ Digital Core Readings Service at UCL a major development to support E-Learning
- ❑ Core readings on reading lists are digitised and made available via the VLE (Virtual Learning Environment)
 - ❑ See <http://www.ucl.ac.uk/Library/readings.shtml>
 - ❑ Very, very popular with students
 - ❑ 24x7 access to key texts


Reading Lists Online

07HEBR1001 - HEBR1001 A survey of Jewish history and culture in the first millennium BCE: Prof. Mark Geller

library services

Readings available to download.

- Dalley, Stephanie, "Atrahasis" in *Myths from Mesopotamia : creation, the flood, Gilgamesh and others* by Dalley, Stephanie, Oxford University Press, 2000 pp.1-38. **Note:** Use the SFX link to download a pdf of this reading [\[Held by Library\]](#) 



Dalley, Stephanie, (2000) "Atrahasis" from Dalley, Stephanie, *Myths from Mesopotamia : creation, the flood, Gilgamesh and others* pp.1-38, Oxford University Press (UK - Books)

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Current E-Book developments

- ❑ SuperBook project at UCL
 - ❑ Collaboration between UCL Library Services and UCL's School of Library Archive and Information Studies
 - ❑ See <http://www.ucl.ac.uk/slais/research/ciber/superbook/>
 - ❑ 'With e-books available directly from anywhere on or off campus, and portable readers capable of holding more than 100 books, the traditional academic library will need to examine the way it manages and delivers book collections. It is the users who will drive the e-book story forward; and, unlike earlier formats, no one is watching the users of this new breed of 'super books'
 - ❑ Thanks to Dr Ian Rowlands, UCL SLAIS, for the following slides from a Workshop at King's College Cambridge, 30 August 2007

Survey populations

Table 3: Representativeness of sample by faculty³ (column percentages)

	UCL population	Survey response	% points difference
Arts and Humanities	11.9%	20.1%	+8.2
Biomedical Sciences	22.8%	20.4%	+5.6
Built Environment	6.5%	3.2%	-3.3
Engineering Sciences	11.0%	7.7%	-3.3
Laws	4.2%	3.2%	-1.0
Life Sciences	17.2%	17.1%	-0.1
Mathematical and Physical Sciences	11.3%	12.2%	+0.9
Social and Historical Sciences	15.2%	16.0%	+0.8

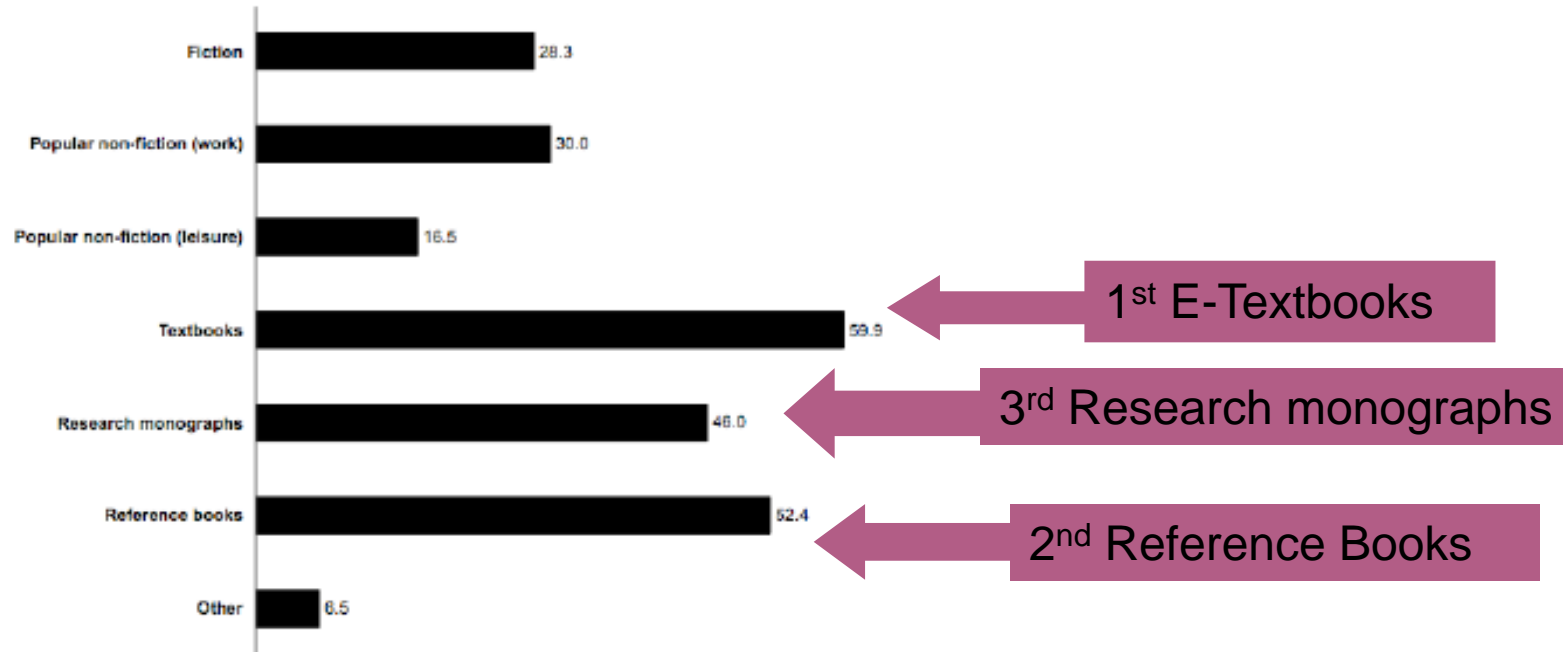
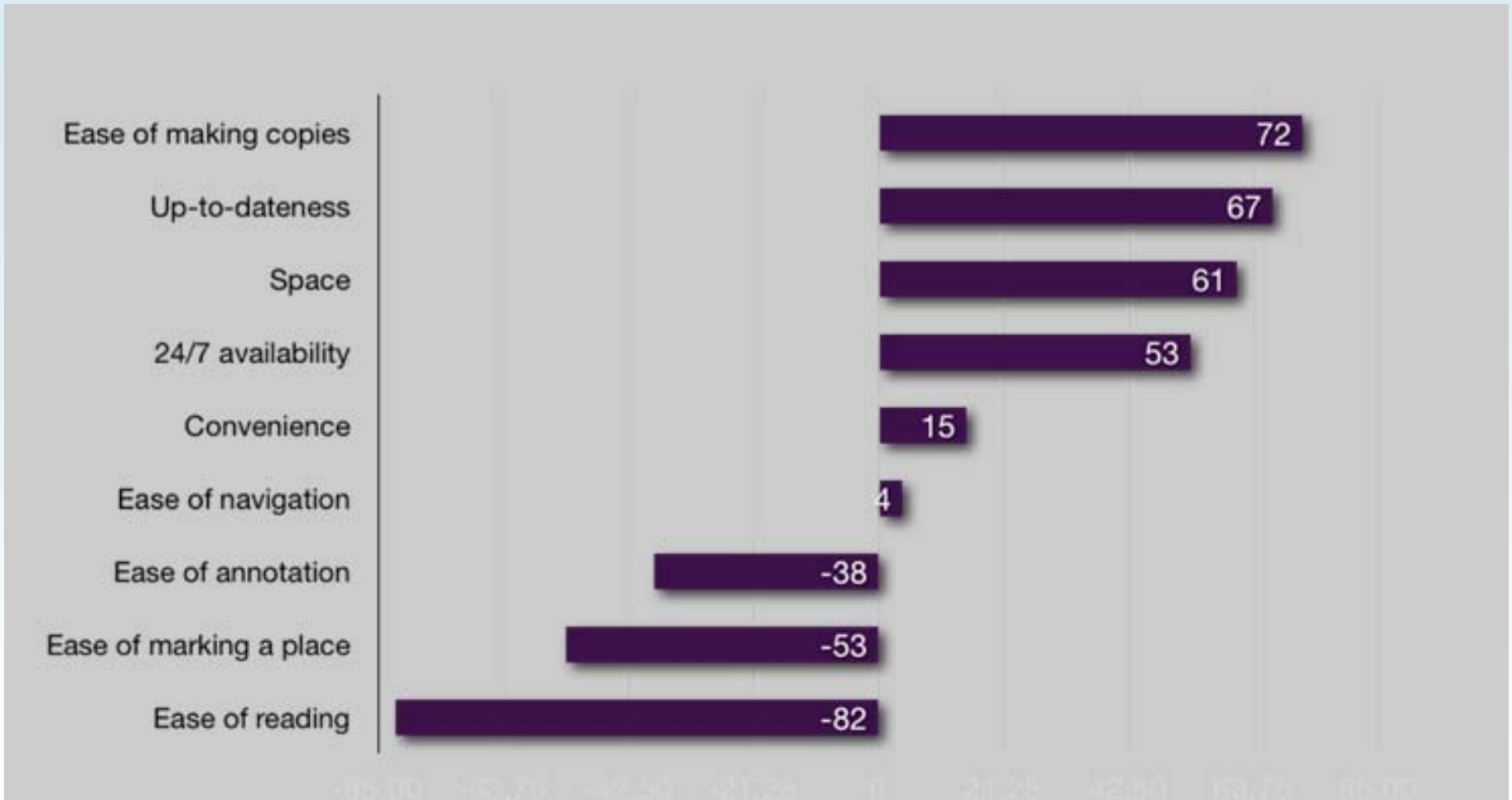


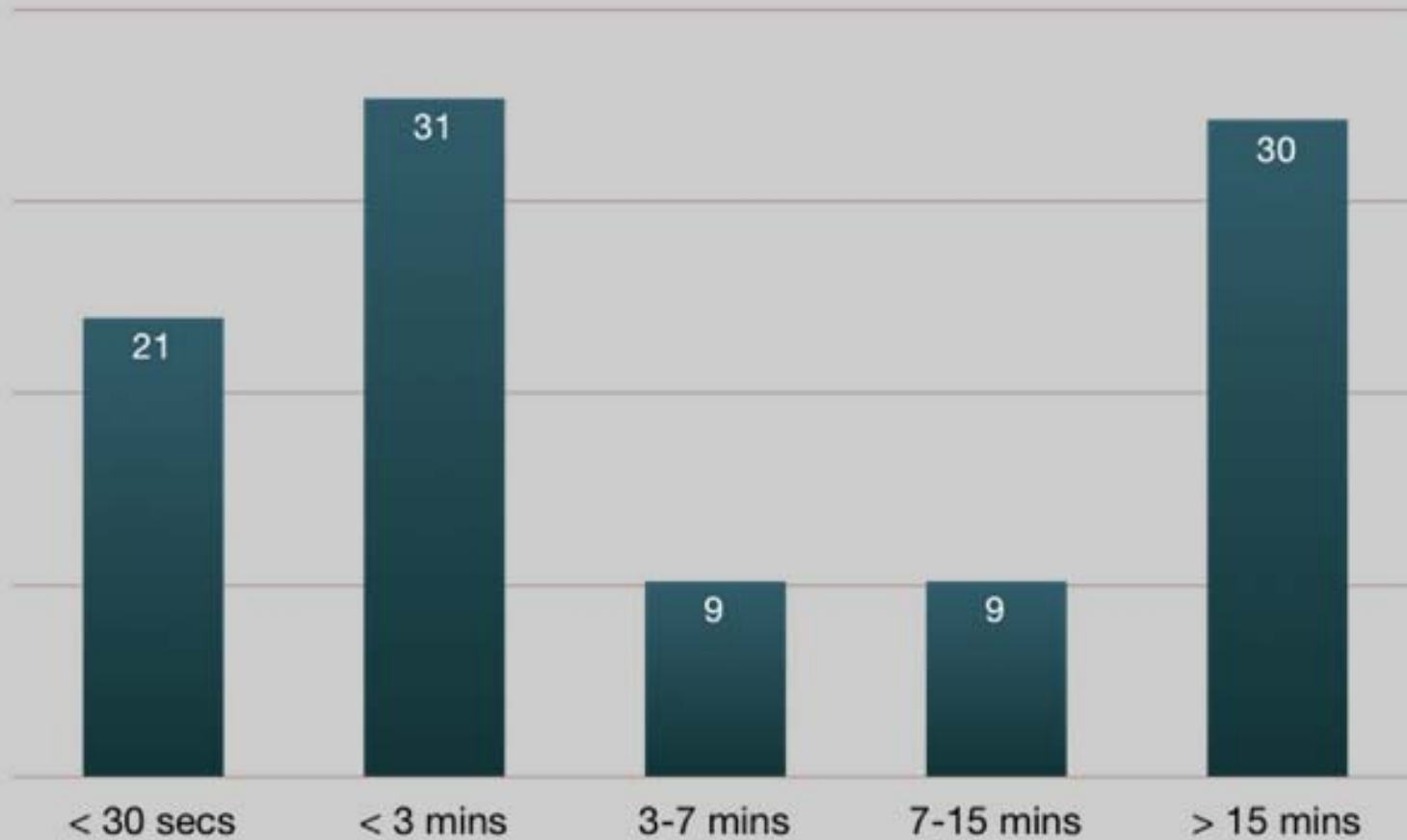
Figure 9: Types of e-books used (percentages of respondents, n=759)

Textbooks are clearly the most popular form for academic users, followed by reference works.



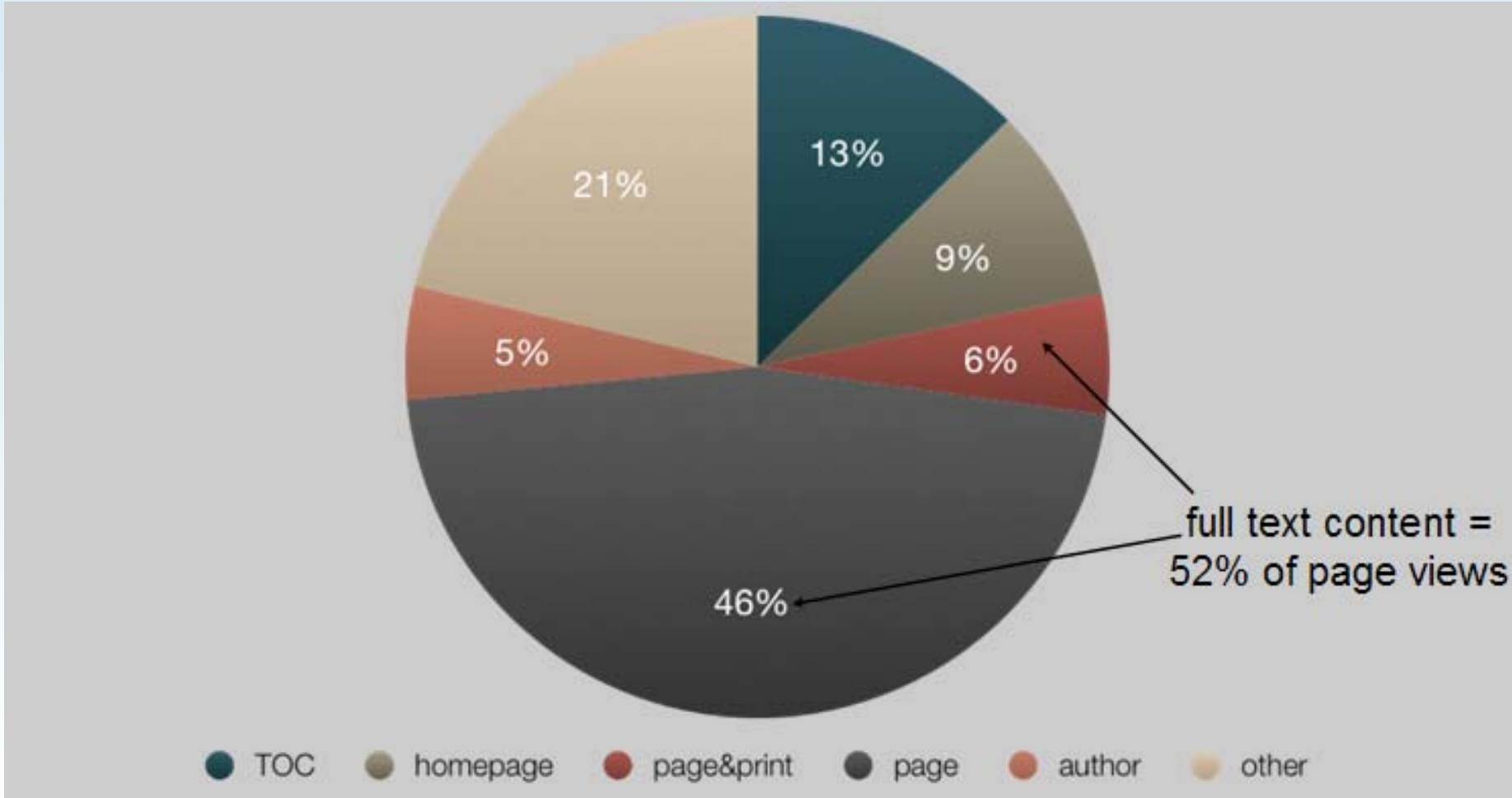
Perceptions of e-books:
 baseline data
 (n=760)

SuperBook benchmark survey



Time spent online
Oxford Scholarship Online

SuperBook deep log analysis



Types of pages viewed
Oxford Scholarship Online

SuperBook deep log analysis

Some early conclusions

- High levels of interest in and take-up of e-books, especially among graduate students, males, and heavy Google users
- Catalogue entries are very effective at driving users to e-book content: catalogued books are more than twice as likely to be used
- Use is heavily concentrated in a few high-demand titles, the long tail, so far is much weaker than for journal use
- Big differences in take-up between disciplines
- User uncertainty / finding their feet? (Well over one in four sessions did not lead to a view of content)

Looking to the future: growth points for e-books

- maximising use by unblocking hard copy bottlenecks;
- creating new use by taking traffic away from from e-journals;
- creating new users by reaching out to those alienated from the library;
- stimulating user by making book content findable: for the first time, book content is deeply indexed, linked and searchable and visible in the digital shop window for the first time;
- building user confidence through `walled gardens' of authoritative publisher content

Intellectual Property Rights/Copyright

- ❑ UCL has 2 detailed Copyright/IPR policies at <http://www.ucl.ac.uk/Library/scholarly-communication/index.shtml>
- ❑ At UCL's recent Academic Board
 - ❑ A proposal was debated in principle, and endorsed for further development, for a Harvard-style mandate for open-access publication of research outputs
 - ❑ The Board agreed that in principle academic colleagues should be responsible for the full recording of their scholarly outputs in the relevant UCL systems
 - ❑ and that, where copyright permissions allow, the full-text of these outputs should be deposited into the UCL E-Prints repository, to ensure their maximum dissemination in the service of scholarship

Research theses are important

UCL top 10 downloads 01/07

1	Cairns, S. and Sloman, L. and Newson, C. and Anable, J. and Kirkbride, A. and Goodwin, P. (2004) Smarter choices - changing the way we travel . Research report. Department for Transport, London, UK.	554
2	Washer, P. and Joffe, H. (2006) The hospital 'superbug': social representations of MRSA . Social Science and Medicine, 63 (8). pp. 2141-2152. ISSN 02779536	176
3	Adell, German (1999) Theories and models of the peri-urban interface: a changing conceptual landscape . Literature review. Development Planning Unit, UCL, London, UK.	174
4	Conroy Dalton, R. (2001) Spatial navigation in immersive virtual environments . Thesis (Doctoral.PhD), UCL (University College London).	157
5	Kalra, D. (2002) Clinical foundations and information architecture for the implementation of a federated health record service . Thesis (Doctoral.PhD), UCL (University College London).	131
6	Vaughan, L. and Penn, A. (2006) Jewish immigrant settlement patterns in Manchester and Leeds 1881 . Urban Studies, 43 (3). pp. 653-671. ISSN 00420980	128
7	Miller, William L. (1995) The picture and the letter: male and female creativity in James Joyce's Finnegans Wake . Thesis (Doctoral.PhD), University of New South Wales.	126
8	Thomson, Catherine Claire (2003) Danmarkshistorier: National Imagination and Novel in Late Twentieth-Century Denmark . Thesis (Doctoral.PhD), University of Edinburgh.	124
9	Cassar, M. (2005) Climate change and the historic environment . Centre for Sustainable Heritage, University College London, London, UK. ISBN 0954483065	103
10	Vaughan, L. and Clark, D.C. and Sahbaz, O. and Haklay, M. (2005) Space and exclusion: does urban morphology play a part in social deprivation? Area, 37 (4). pp. 402-412. ISSN 00040894	98

Research theses in UCL

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DART-Europe E-theses Portal



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ASSOCIATION OF EUROPEAN RESEARCH LIBRARIES

- ❑ Nearly 100,000 theses available
- ❑ From 150 European universities
- ❑ See <http://www.dart-europe.eu/>

Open Access can result in a change of culture

- ❑ In Arts and Humanities, some/many(?) Ph.D. dissertations are published as monographs
- ❑ Good print run for such a monograph is 400 copies
- ❑ But repository downloads are much higher...
 - ❑ In UCL example, **131**, **126** and **124 per month**
- ❑ Open Access adds tremendous value
- ❑ Will current orthodoxy of publishing research theses as monographs survive?

Conclusions?

- Publishing environment is different in Science, Technology and Medicine and Arts, Humanities and Social Sciences
- E-Books, particularly E-Textbooks, may be the next big form of content
- Copyright/IPR management is an essential building block in the new landscape
- Open Access can add value

And finally...

- ❑ If you have been, thanks for listening
- ❑ Happy to answer questions and hear comments

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