The Changing System of Scholarly Communication and the Implications for Librarians

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What is Scholarly Communication?

• Scholarly Communication and Scientific Information
  – before Gutenberg
  – Gutenberg and The Printing Press Era
  – Industrial Revolution (Transportation)
  – Technology and Microfilm/Microform/Microfis
  – Knowledge Economy
  – The World Wide Web
    • Web 2.0 and Social Networking
    • Alternative Publishing Models and Open Access
Knowledge Economy

• Knowledge is the most important component in the business model
• TQM, Drucker, Negroponte, etc.
• The idea of “Knowledge Worker”
• Knowledge and Power
• Information Society
• Information Professionals
Changes to the Scholarly Communication Model

• Changing Scholarly Publishing System
• Changing Scholars/Researchers
• Changing way to Collect/Preserve/Provide access to the scholarly information
• Changing nature and role of the Information Professionals
• Serials Crisis
• Librarians are well aware of this and probably are the ones most likely to promote and electronic resource sharing
Change...

• Change in scholarly communication are forcing librarians to shift their mental models and alter their services,

• Change process, how different individuals play different roles in this scenario?

• Change as a process is an organizational learning experience...
Formula of Innovation

Problem=Innovation
Problem=Seeking
Solution/Development/Discovery=Improvement for Better=Innovation
Changing Face of Scholarly Communication

• Stakeholder I – LIS granting Institutions; The complexity of the Scholarly Communication promotes the need for formal programs to train librarians

• Stakeholder II – LIS Organizations such as ARL and CRL

• Stakeholder III – Practitioners; Academic librarians should re-examine their roles and responsibilities
Paradigm Shift...

• Basic scholarly information use practices have shifted rapidly in recent years (library is not at the center of discovery process anymore)
  – Where is the Librarian and library?
• Faculty Members relying exclusively digital versions of scholarly materials
  – New roles for the libraries
  – New business models for the publishers
  – New ways to deliver scholarly discovery
Scholarly Communication Course

• Long Island University Scholarly Communication and Innovation Lab
• WISE Consortium
• Fall 2010 and Spring 2012
• With Dr. John J. Regazzi
• Fully Online Graduate Course for Library Science Students
Library Organizations and Scholarly Communication

• Association of Research Libraries (ARL) sponsored the SPARK initiative and Scholarly Communication office

• Association of College and Research Libraries (ACRL) has a Scholarly Communication Section
Scholarly Communication Center within NCSU Libraries

• Legal guidance to both faculty and library staff on issues in the scholarly communication process such as:
  – Copyright/fair use
  – Database licensing and
  – Institutional repository
Scholarly Communication Librarian

• Advocating for reforms of the scholarly communication system among their core responsibilities

• Changing Scholarly Communication Patterns of Scientists and Increasing amount of Open Access Journals
Traditional and Informal Scholarly Communication

• The growing prominence of scholarly communication has led to a considerable amount of research focused on how scholars’ communicate
  – Formal and informal scholarly communication practices
  – How do they communicate?
  – How different disciplines distinguished each other in these networks?
  – How they share the end product?
Free Accessibility Online

- Scholarly Information on the Web
- Google Scholar
- Open Access Journals
- Digital Libraries
- Digital Repositories
- Free Online Courses (MIT and Harvard)
- Free Educational Materials
Institutional Repositories

• Strategies for establishing and managing digital repositories
• How to encourage faculty deposit articles or papers
• How to educate faculty retaining their rights as authors
Scholars/Researchers

- Formal and informal scholarly communication practices through Listserves, blogs, group collaboration tools
  - Formal Scholarly Communication through traditional scientific journals/conference proceedings etc.
  - Formal SC through Open Access Journals
  - Informal Communication/ Self Publishing/Blogs
    - Reputation vs. access
    - Tenure/Promotion vs. access
    - Science for science or public?
Copyright (Fair use)

• Fair use and obtaining copyright permissions for library reserve, classroom handouts, and course packs
• World of contracts, licensing agreements, and copyright law
• Creating institutional copyright policies
• Advocating/promoting these policies among stakeholders
• Following the recent law suits/cases
Open Access Journals

• Provides scholarly information freely on the Internet but these journals suffer from lack of reputation

• Not preferred by the junior faculty (reputation and tenure/promotion worries)
Alternative Publishing Models

• Increasing access and experimenting with new publishing models will make a significant impact on scholarship and promote faster developments in research throughout the world
Change and Libraries

• How to implement “change process” and integrating scholarly communication activities into the work life of liaison librarians?
• How to “foster” participation in this change effort and sense what has to be done?
• How to bring innovation into our Academic Library services?
• How to raise the profile of the library?
• Integrating the libraries’ priorities to those of the university’s?
System Thinking Approach...

- Innate Networks
- The Interconnectedness
- Interdependency
- Collaboration among people in organization
Presentations on “Author Rights”

• Continuous Education for Faculty and Graduate Students to understand their rights as authors
• Support and Promote Digital Repository
• Liaisons Involvement
  – Deeper change in mindset
  – Work closely with faculty to understand their pattern of scholarly communication
LIS Education in Turkey

• Incorporate Repository and Open Access principles into the curriculum
• Copyright, fair use, and author rights
• Develop a new course on “Scholarly Communication”
• Continuing Education for Academic Librarians on “Scholarly Communication System.”
Why We Need Scholarly Communication Librarians?

• Increased reliance on reproduced materials for courses and study
• Free web as a prime source for research
• Integration of digital technologies into teaching and research (online courses)
• The growth of web-based data and publications
• Globalization or internationalization
Scholarly Communication Librarian

- Coordinating internal library on communications on scholarly communication and publishing (Engaging library staff)
- Promoting and managing electronic resources and digital collections
- Promoting open access
- Being library’s authority on licensing (Licensing and procurement)
- Educating librarians on the issues and training item in techniques to be effective advocates
- Advocating for reforms of the scholarly communication system among their core responsibilities
- Content and faculty facilitation
- Digital library design and development
Recommendations...

• Define the University’s role in scholarly communication
• Developing a Road Map of Scholarly Communication models of campus stakeholders at the discipline model
• Bring the library closer to the research on campus
Recommendations

• Pursue new directions in order to sustain the library’s relevance and impact in terms of meeting the academic and research needs of the university

• Explore ways to expand library liaison activities that would bring the library closer to the research on campus
Final thoughts...

• Scholarly Communication differences among different disciplines
• Basic understanding of a variety of publishing models, including Open Access
• Understand the tenure process
• Know your Journals, IF, Citation Analysis
• Advise scholars on how they may manage the articles, preprints, and other materials
• Advocate your Digital Repository
Recommendations: Outreach to Faculty

- Web Communications
- Collection Pages
- Link to information on local collection development or management such as
  - Cancellation of serials
  - From print only to electronic only format
  - Building institutional repositories
  - Open access initiatives