LET'S HEAR IT FOR READERS

TOBY GREEN
OECD Public Affairs & Communications

***Fiesole Retreat**: Serving Learning & Scholarship*

Barcelona , April 25-27th 2018

BETTER POLICIES FOR BETTER LIVES

Readers - why not on the menu?

April 19th 2018

THE SCHOLARLY kitchen

ABOUT ARCHIVES COLLECTIONS CHEFS PODCAST FOLLOW

Ask The Chefs: What Will You Be Writing About Five Years From Now?

By ANN MICHAEL | APR 19, 2018 | 5 COMMENTS

BUSINESS MODELS | INNOVATION | TECHNOLOGY | WORLD OF TOMORROW

8

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OFFICIAL BLOG OF:

rs now. While n
ars? What will
fied? Frustrated?

This month we asked the Chefs: *What will you be writing about five years from now?*

THE CHEFS

- Trump
- Data
- OA vs Subs
- The role of societies
- Open vs Closed science
- Diversity, Equality
- AI, Delivery, Privacy
- Peer review & workflows
- Researchers' incentives & evaluation

Publishers’ perspective . . .

Authors' . . .

Reader
Employer
Author
Peer group
Career
'Top' journals (IF)
Funders

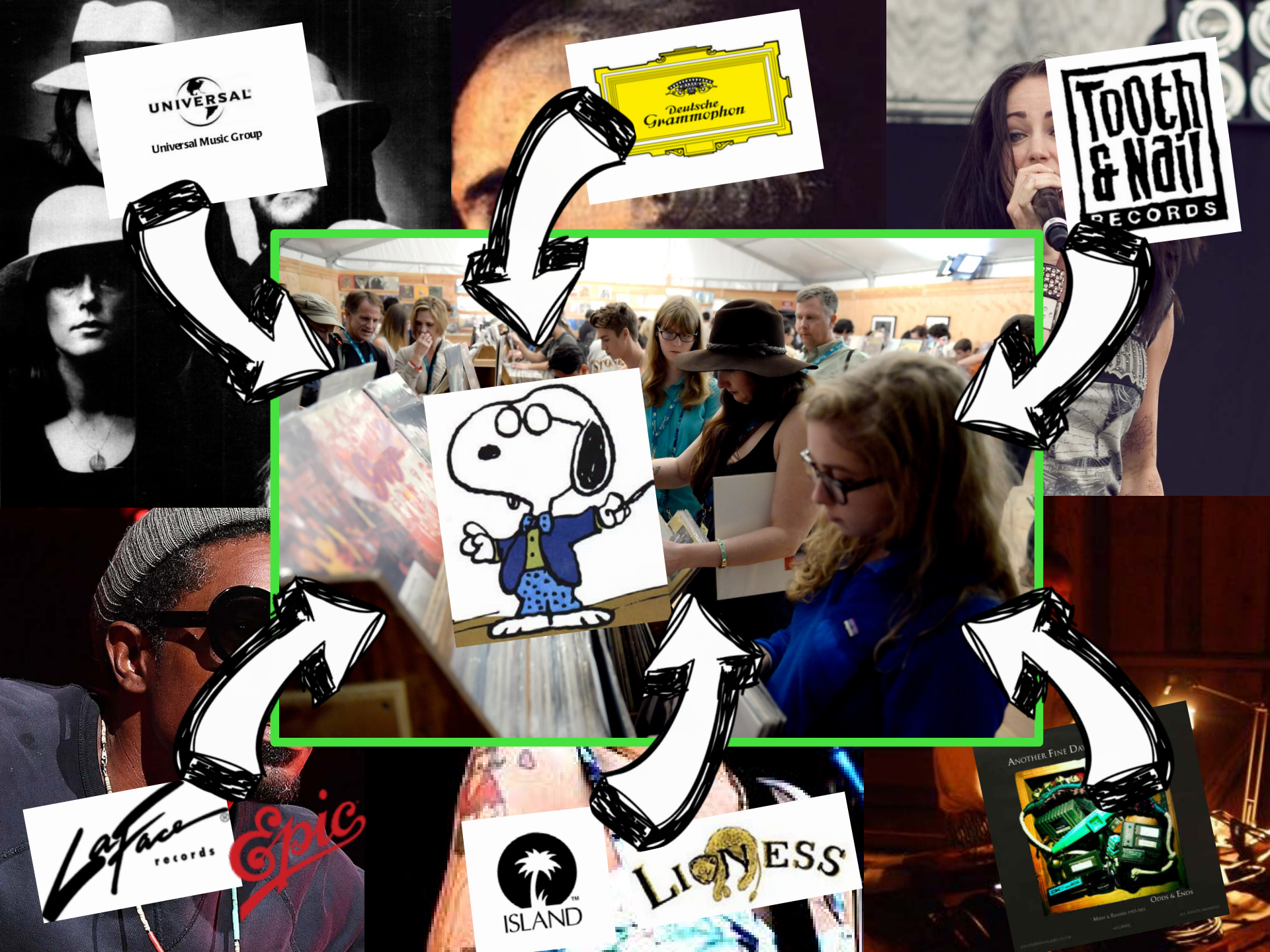
Only Policy makers seem to care about

No wonder policy-makers are losing their patience with ScholComm. . .

It’s not as if we don’t know what readers want . . .

Let’s compare two types of content . . .

UNIVERSAL
Universal Music Group
Deutsche Grammophon
Tooth & Nail RECORDS
LaFace records
Epic
ISLAND
LIONESS
ANOTHER FINE DAY
ODDS & ENDS


UNIVERSAL
Universal Music Group
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UNIVERSAL
Universal Music Group
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Tooth & Nail RECORDS
Music
Pandora
music
Amazon Music
LaFace records
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ODDS & ENDS

ELSEVIER
BERLIN
VERLAG VON JULIUS SPRINGER
1920
SfN
SOCIETY for NEUROSCIENCE
ASK
EXPERIMENT
KNOWLEDGE
LEARNING
RESEARCH
TEACHING
DATA
SCIENCE
THINK
EXAMINE
PROBE
PROOF
PLOS
ONE
A peer-reviewed, open access journal
IEEE
ASME
SETTING THE STANDARD

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your fingertips!
30 day money back
guarantee.
anywhere at any
million articles for
price as a single
nload elsewhere.
month / $360
(39% savings)
PLOS
ONE
figshare
arXiv.org
IEEE
DIGITAL ACCESS TO
SCHOLARSHIP AT HARVARD
ASME

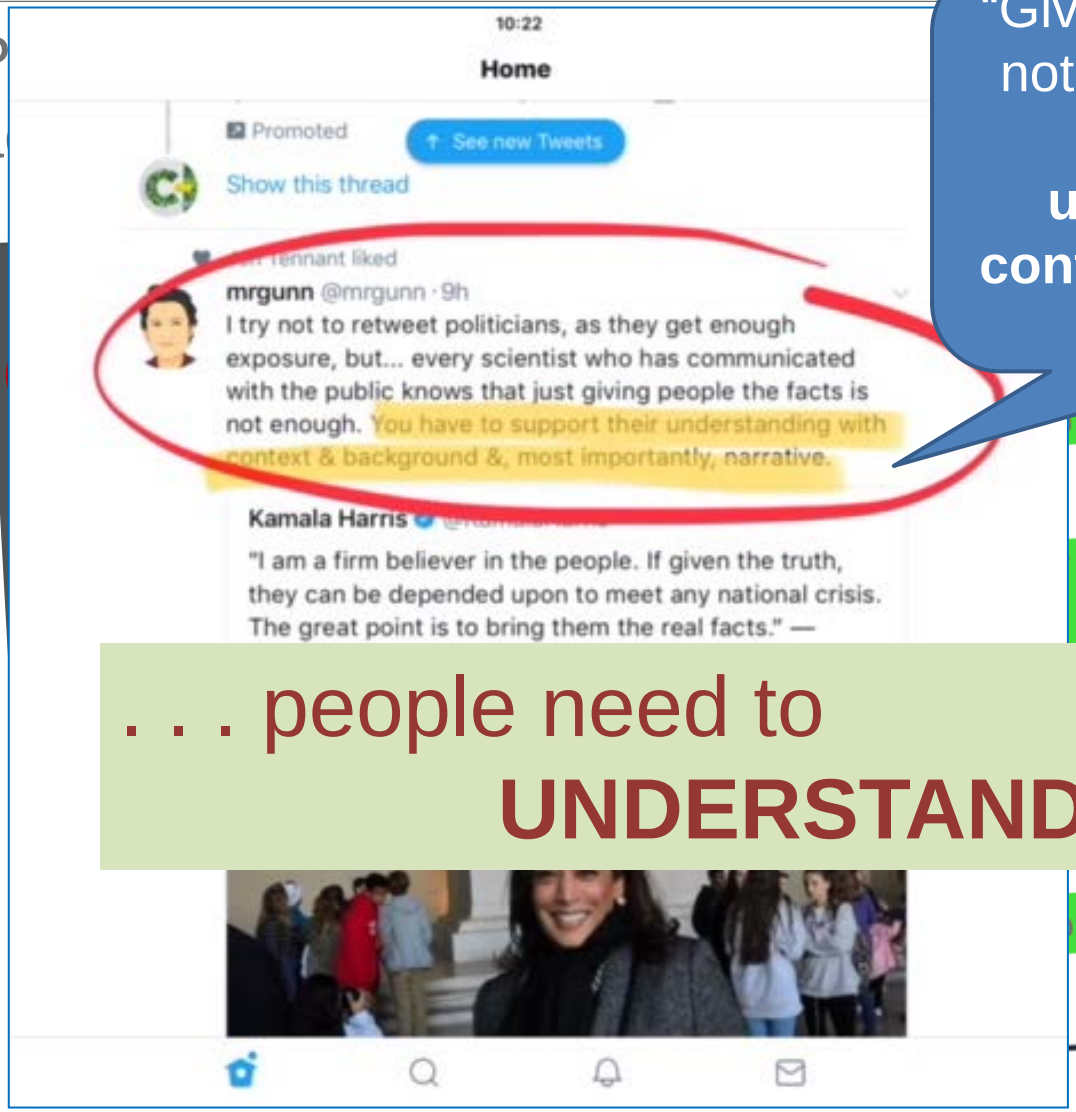
AfricaOnline
SOCIETY for NEUROSCIENCE
>90% chance of success!
SCI-HUB
...to remove all barriers in the way of science
PMID / DOI or search string
PLOS ONE
figshare
arXiv.org
IEEE
DIGITAL ACCESS TO SCHOLARSHIP AT HARVARD
ASME

So, why is Sci-Hub such a success?

Because it's a comprehensive, **reader-facing,** service for researchers **that's easy to use.**

But, **Find** and **Access** is not enough . . .

P
a



"Giving people the facts is not enough. You have to support their **understanding** with **context & background & narrative**."

. . . people need to
UNDERSTAND too.

ScholComm encourages authors to . . .

THINK CHECK SUBMIT

BUT IS IT . . .

FIND-able?

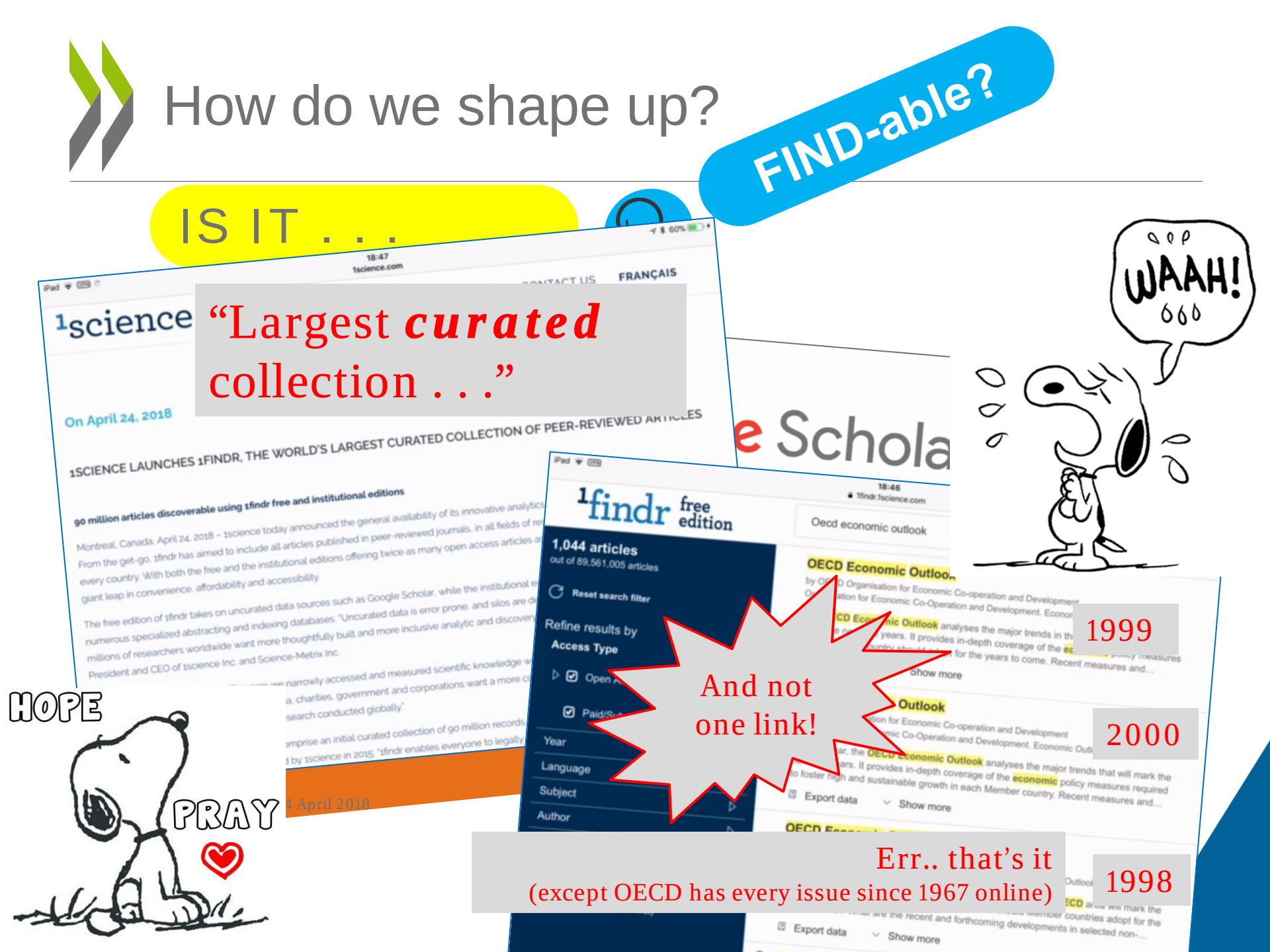
ACCESS-ible?

UNDERSTAND-able?

How do we shape up?

FIND-able?

IS IT . . .



Best practice?

IS IT . . .

FIND-able?

trulia

rightmove

Standard XML feed for houses so sellers can post once and channel everywhere.

Why leave it to crawlers?
Why don't all those who have 'stuff' collaborate to develop a standard XML 'FIND-able' feed that's open to anyone who wants it?

How do we shape up?

BUT IS IT . . .

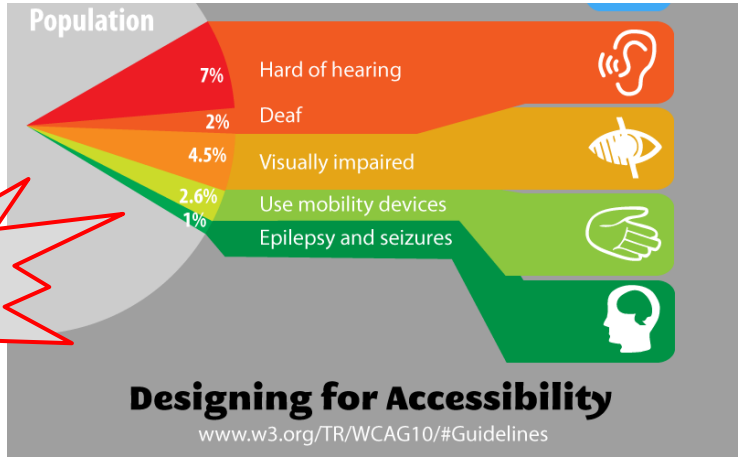
ACCESS-ible?

"I just love PDFs on a phone!"

"If past performance is any guidance, around **four-fifths of all new scholarly articles in 2017 will be unavailable for most people on publication** via legal channels. For books, the figure is less than 2%"

https://doi.org/10.1002/leap.1116

Anyone?



Best Practice?

BUT IS IT . . .

ACCESS-ible?

The key to success is <4 mins pick-up time

On accessibility, what are the keys to success?

1. Porous paywalls on publication?
2. Stuff optimised for all devices?
3. W3C Accessibility compliance?

How do we shape up?

BUT IS IT . . . ?

UNDERSTAND-able?

A genie in a bottle?

Globalisation, competition and inflation

This paper explores lue chain (GVC) integration ar ination using a range of indu es. We provide evidence that placed downward pressure o reasing the ability of firms to

Title and abstract fro OECD working paper.

Best Practice?

BUT IS IT . . .

?

UNDERSTAND-able?

Page preview from Wikipedia in a BBC article

Links to Glossaries?

Languages?

No jargon

No acronyms

Easy to share too

We have a long way to go!

And authors need to learn to promote their stuff too . . . (no more post and forget!)

Time well spent

15
minutes on average

Time	Event type	Notes
6 Jul 2015	11:33	Edit	Author Perspective text edited
6 Jul 2015	11:29	Share	Shared via Twitter
6 Jul 2015	11:29	Edit	Short title added
6 Jul 2015	11:28	Edit	"What's it about?" text added
6 Jul 2015	11:23	Edit	Author Perspective text added
6 Jul 2015	11:20	Edit	"Why is it important?" text added

> When the investment of time per paper is approx 3-6 months, almost any reasonable duration is acceptable to increase the usage and citations.
>
> Research Fellow, sical Sciences, UK

23%
more readers

@DavidLSommer @growkudos www.growkudos.com

KUDOS

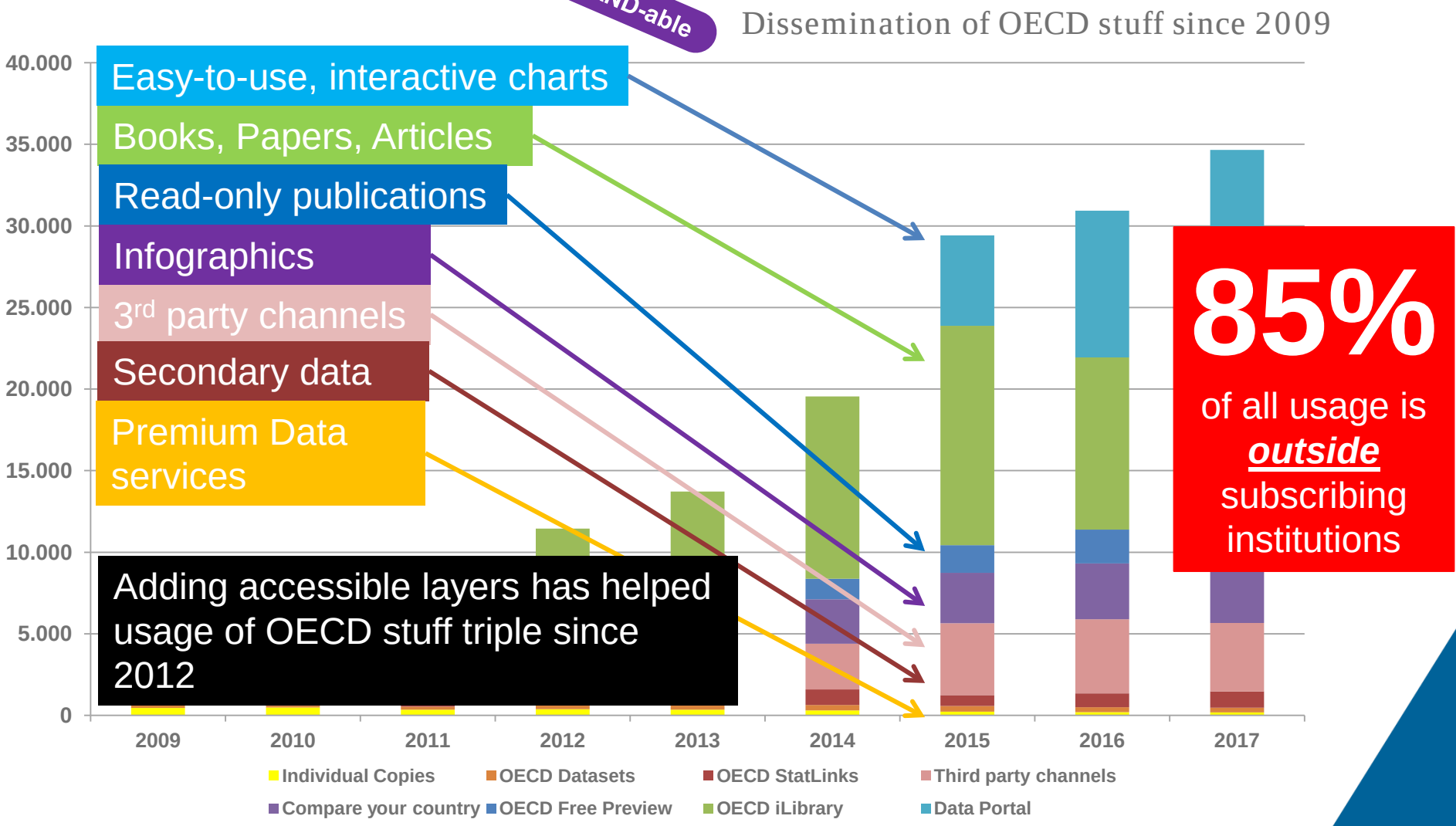
Does . .

FIND-able

ACCESS-ible

UNDERSTAND-able

make a difference?



So, on behalf of all readers everywhere . . .

Thank-you

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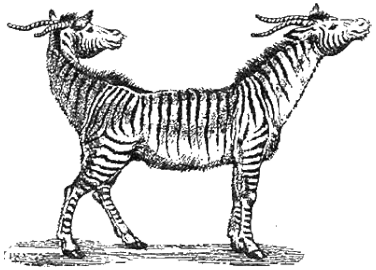
toby.green@oecd.org

Further reading:



[It's time for "pushmi-pullyu" open access: servicing the distinct needs of readers and authors]
Toby Green, LSE Impact Blog (2017)
https://bit.ly/2qUjHNZ