LET’S HEAR IT FOR READERS

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OECD Public Affairs & Communications

Fiesole Retreat: Serving Learning & Scholarship

Barcelona, April 25-27th 2018
Ask The Chefs: What Will You Be Writing About Five Years From Now?

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

April 19th 2018

Readers - not on the menu?
Publishers’ perspective . . .

Authors

Librarians

Publisher

Reader
Only Policy makers seem to care about Readers...

Peter Murray-Rust @petermurr... 3h
The primary purpose of scientific publication is to disseminate knowledge in ALL directions. READ the Budapest Open Access Initiative. READ it, take it to heart. budapestopenaccessinitiative.org/read It's not about citations and promotion it's about the whole world sharing its knowledge 4/n

Policy maker

Readers
No wonder policy-makers are losing their patience with ScholComm...
It’s not as if we don’t know what readers want . . .

Insight
« I want to be able to find exactly what I’m looking for: precision and reliability of the information really matter to me »

. . . and be recommended relevant, related, stuff . . .

. . . and alerts . . . and all the rest.
Let’s compare two types of content . . .
DeepDyve offers an affordable monthly subscription service that gives unlimited access to an amazing collection of premium academic publications.

Amazing Collection

Full-text articles from over 10,000 peer-reviewed journals. Read as many articles as you want - all at your fingertips!
>90% chance of success!

SCI-HUB

...to remove all barriers in the way of science

enter PMID / DOI or search string

PLOS
figshare
IEEL
arXiv.org

ASME
Society for Neuroscience
Rxiv
Society for Neuroscience
So, why is Sci-Hub such a success?

It helps me **find** and **access** stuff easily!

Because **it’s a comprehensive, reader-facing, service for researchers** that’s easy to use.
Policymakers want research results accessible beyond the academy . . .

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

“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?
IS IT... 

"Largest curated collection..."

Source: 1Science press release, 24 April 2018

And not one link!

Err.. that’s it (except OECD has every issue since 1967 online)

How do we shape up? FIND-able?
Best practice?

**IS IT . . .**

**FIND-able?**

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?

Standard XML feed for houses so sellers can post once and channel everywhere.
How do we shape up?

BUT IS IT . . . ACCESS-ible?

“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
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?

Title and abstract from a recent OECD working paper.
Best Practice?

Page preview from Wikipedia in a BBC article

- Links to Glossaries?
- Languages?
- No jargon
- No acronyms
- Easy to share too

BUT IS IT . . .?

UNDERSTAND-able?
We have a long way to go!

No! Not a great idea!

Charles Oppenheim @CharlesOppenheim
Great idea!

Julie Libarkin @GeoEdResearch
Replying to @lakens and @Proto hedgehog
The more I think about it, the more I believe the best next step for incremental change is to: 1) submit to "top" journals; 2) get accepted; 3) refuse to pay fee and pull paper; 4) post paper and acceptance letter on website; 5) list as "accepted by" on CV
And authors need to learn to promote their stuff too . . . (no more post and forget!)

Time well spent

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

15 minutes on average

23% more readers

@DavidLSommer  @growkudos  www.growkudos.com
Does . . . make a difference?

Dissemination of OECD stuff since 2009

- Easy-to-use, interactive charts
- Books, Papers, Articles
- Read-only publications
- Infographics
- 3rd party channels
- Secondary data
- Premium Data services

Adding accessible layers has helped usage of OECD stuff triple since 2012

85% of all usage is outside subscribing institutions
So, on behalf of all readers everywhere . . .

Thank-you
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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