The Politics of Electronic Publishing

New Developments in Scholarly Communication & Publishing

English 500 Seminar

April 2, 2009.

Joy Kirchner
Project Manager, Scholarly Communications &
Sciences Collections Librarian for Sciences (STM) Libraries
University of British Columbia Library

The Library

What is scholarly communications?

New Developments

- Author rights & copyright
- Open Access & Open Access Mandates
- New models of scholarly publishing & scholarly communication
  - Institutional repositories

The traditional model

The Traditional Model

How the lifecycle of scholarship is supported

- Public granting agencies and universities fund research via tax dollars
- Faculty member does the research, writes the article/book, and initially owns the copyright
- Publishers require authors to sign over their copyright in return for publication

- Faculty generally provide their work to the publisher for free:
  - Articles, books, editorial board services, peer review services
- Faculty often pay page charges to the publisher for article publication
- Later, publishers may charge faculty reprint fees (after all, the publisher owns the copyright)

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- Publishers sell scholarly journal subscriptions/licenses to universities (via libraries)
- The publishing industry is worth billions of dollars with huge profit margins (applies mostly to STM publishers)
  - **Enormous impact on scholarly book publishing industry**
  - **16.1 billion in revenues in 2006;**
  - **5.8 billion (36%) earned by top 6:**
    - **Elsevier, Kluwer Health, Springer, American Chemical Society, Wiley/Blackwell (merged in 2007)**
- Publishing in prestigious journals related to tenure & promotion
- Citation rates related to tenure/promotion
- Libraries provide access to and preserve content - access is restricted to faculty, students, staff of UBC and frequently walk-in users

7

A researcher discovers the perfect article. She clicks on fulltext and gets …

…she gets what she wants but now wants to post on her website for a student reading list, share with a colleague at another institution. Is she permitted do this? What about the author?

"Hello, Canada! It's fine to have you here": Canadian Nationhood, Women and Popular Fiction during the Second World War

Michelle Denise Smith
University of Edinburgh, UK

Abstract

This paper explores original material from a collection of Canadian mass-market magazines that were intended for a female audience during the Second World War. Of these magazines, Chatelaine and the Canadian Home Journal were the most popular, reaching an estimated audience of one and half million readers each month. For the duration of the War, both periodicals devoted themselves to telling readers about war-related topics, causing both the nonfiction and fiction contents of the magazines to become infused with nationalism. Women were addressed as national subjects, and their contributions to the War effort, as well as the sacrifices of their loved ones overseas, Canada's relationship with Britain during a time of war was both taken for granted and scrutinized in the articles and romance fiction directed at these women. In order to understand these media phenomena, I begin by providing a brief overview of the articles, advertising and editorial commentary within the magazines, and then move on to an analysis of the short story, "Lady Going West". Published in July 1942, the story is a representative example of the fiction circulated by Canadian mass-market periodicals. It attempts to encourage female readers to support the War effort, while also attempting to temper any fears the female readers may have had with satisfying anxieties about the War in a way that, quite subtly, soothed those anxieties. The story thus communicates much about how the War was imagined through popular fiction, as it explores

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Vol 44(3): 5–22; 10.1177/0021989408094868

6 Journal of Commonwealth Literature

both women's role within the nation at war and Canada's relationship with the United Kingdom.

Keywords

Canadian literature, Second World War, women readers, national identity, popular fiction, Chatelaine, Canadian Home Journal

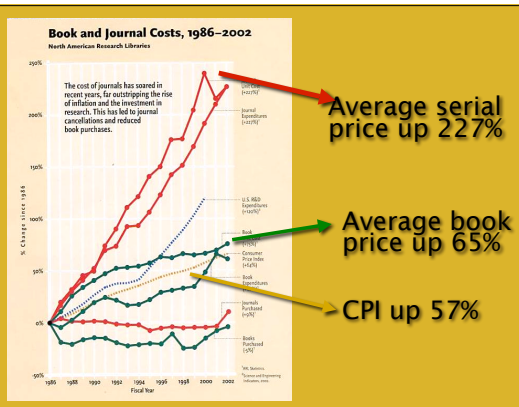
The Online Paradox

Web removed barriers

by providing global,accessible, reliable, affordable network

But more barriers appeared for use of material

- license restrictions determined use,
- loss of fair dealing provisions for online content,
- prohibitive costs



The Traditional Access Model:

Moved from ownership (print) to Licensing model (online):

Access Permissions (Digital Rights Management (DRM)

Subscription costs for access

… Restrictive

- Copyright/licensing Permission barriers - too restrictive
- Too costly – therefore restrictive
- Existing models do not encourage free flow of information sharing.

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What about the author? Can the Author share his article with others, archive (post) his article on a website or a repository?

"Hello, Canada! It's fine to have you here": Canadian Nationhood, Women and Popular Fiction during the Second World War

Michelle Denise Smith
University of Edinburgh, UK

Abstract
This paper explores original material from a collection of Canadian mass-market magazines that were intended for a female audience during the Second World War. Of these magazines, Chatelaine and the Canadian Home Journal had the most popular content and the largest circulation. Both periodicals devoted themselves to telling readers about war-related topics, causing both the nonfiction and fiction contents of the magazines to become infused with nationalism. Women were addressed as national subjects and tasked to dedicate themselves to the War effort in every aspect of their lives; simultaneously, Canada's relationship with Britain during a time of war was both taken for granted and remediated in the articles and romance fiction directed at these women. In order to understand these complex relationships, I first look at the ways in which the magazines advertising and editorial content mirrored within the magazines, and then move on to an analysis of the short story "Lady Going West". Published in July 1942, the story is a representative example of the fiction circulated by Chatelaine and the Journal from 1939–45. In essence, it combined the conventions of the romance genre (thought to be the preferred genre for female readers) with underlying anxieties about the War in a way that, ostensibly, soothed those anxieties. The story thus communicates much about how the War was imagined through popular fiction, as it explores

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6 Journal of Commonwealth Literature

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Keywords
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13

Author Rights and Copyright

Copyright & Copyright transfer agreements (publisher agreements)

- Author has copyright unless it is signed over to someone else
- Copyright transfer agreements/publisher agreements

Some or all rights signed over (copyright is a bundle of rights)

15

Journal of Commonwealth Literature
Sage Publication

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...opening access to research

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Publisher copyright policies & self-archiving

Journal: **Journal of Commonwealth Literature** (ISSN: 0021-9894)
Publisher: **SAGE Publications (UK and US)**

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Restrictions: • 12 month embargo
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Updated: 01-Apr-2009. Suggest an update for this record

Mandated OA

RoMEO colour	Archiving policy
green	can archive pre-print and post-print
blue	can archive post-print (ie final draft post-refereeing)
yellow	can archive pre-print (ie pre-refereeing)
white	archiving not formally supported

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17

Victorian Literature and Culture
Cambridge University Press

SHERPA RoMEO

...opening access to research

Home | Guidance | Repositories | Projects | Links | About | Contacts

Publisher copyright policies & self-archiving

One journal found when searched for **victorian literature**:

Journal: **Victorian Literature and Culture -New York- Cambridge University Press-** (ISSN: 1060-1503)
Publisher: **Cambridge University Press**

These summaries are for the publishers *default* policies and changes or exceptions can often be negotiated by authors.
All information is correct to the best of our knowledge but should not be relied upon for legal advice.

Publisher: Cambridge University Press
Pre-print: author **can** archive pre-print (ie pre-refereeing)
Post-print: author **can** archive post-print (ie final draft post-refereeing)
Conditions: • On authors personal or departmental web page or institutional repository or PubMed Central • Pre-print to record acceptance for publication • Publisher copyright and source must be acknowledged • Must link to publisher version • Authors version may be deposited immediately on acceptance • Publishers version/PDF may be used on authors personal or departmental web page any time after publication • Publishers version/PDF may be used in an institutional repository or PubMed Central after 12 month embargo • Articles in some journals can be made Open Access on payment of additional charge • If funding agency rules apply, authors may post articles in PubMed Central 12 months after publication or use Cambridge Open Option • Permission (not to be unreasonably withheld) needs to be sought if authors is at a different institution when article was originally published.

Mandated OA: arc (Paid OA option - selected journals); AHRC (Compliant); ARC (Compliant); Autism Speaks (Compliant); BBSRC (Compliant); CCS (Compliant); DoH (Paid OA option - selected journals); DFG (Compliant); ESRC (Compliant); ERC (Compliant); FWO (Compliant); FWF (Compliant); Fraunhofer-Gesellschaft (Compliant); HHMI (Compliant - see conditions); IRCSET (Compliant); KRC (Paid OA option - selected journals); NHMRC (Compliant); NIH (Compliant); NERC (Compliant); SAGE (Compliant); SNF (Compliant); STFC (Compliant); Wellcome Trust (Paid OA option - selected journals)
Paid access: Cambridge Open Option - Covers 15 journals at present. CUP will consider expanding this to other journals in the future. Please contact pwarson @ cambridge.org for details.
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Updated: 04-Jun-2008. Suggest an update for this record

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American Association of Australian Literary Studies

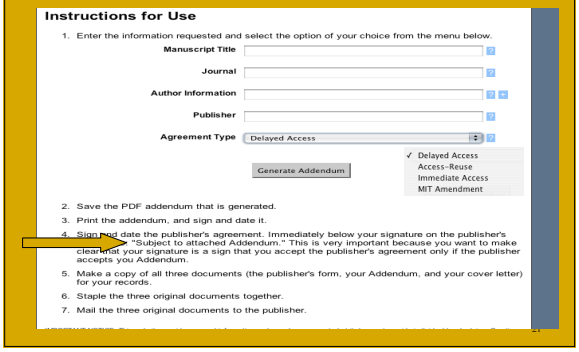
BLUE Publisher

Tools for Authors: Author Addenda

- SPARC Canadian Author Addendum
  - http://www.carl-abrc.ca/projects/author/author-e.html
- MIT Amendment to Publication Agreement
  - http://info-libraries.mit.edu/scholarly/mit-copyright-amendment-form/
- Scholar's Copyright Addendum Engine
  - http://sciencecommons.org/projects/publishing/scae/
- JISC/SURF Copyright Toolbox
  - http://copyrighttoolbox.surf.nl/copyrighttoolbox/authors/

20

Scholar's Copyright Addendum Engine



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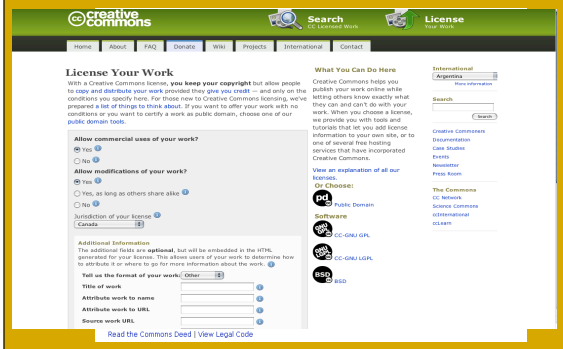

Open Access & Open Access Mandates

23

Open Access Mandates

Mandates to Encourage OA from grant funding agencies

In Canada:

- Canadian Institutes of Health Research (CIHR) – **as of Jan 1, 2008: Research must be deposited in an Institutional Repository or Pubmed Central within 6 months of publication.**
- (SSHRC, NSERC …)

Elsewhere worldwide:

- As of October 1, 2006, all Wellcome Trust funded research must be deposited in PubMed Central:
- U.S. National Institutes of Health (NIH) – deposited in OA within 12 months of publication as of April 7, 2008.
- Federal Research Public Access Act of 2006 (Senate Bill 2695)
- U.K. House of Commons Science & Technology Committee
- European Union & DAREnet

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Why Open Access?

- Research results are paid for twice over by public tax dollars:
  - Research grants/faculty salaries
  - Journal subscriptions
- Access to research is restricted to institutions that can afford the journals
- **Public Access to information**
- **Authors rights restrictions**
- **Conflict of interest**

Eg. Smith R (2005) *Medical Journals Are an Extension of the Marketing Arm of Pharmaceutical Companies*. PLoS Med 2(5): e138 **Published:** May 17, 2005

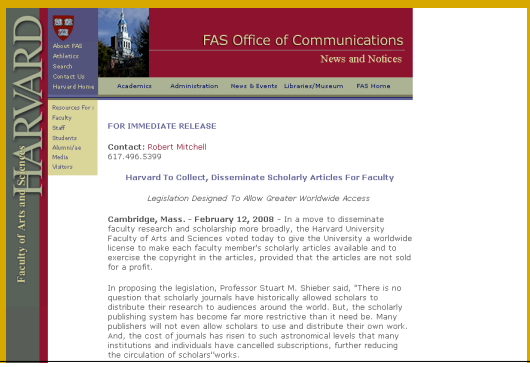
Technological advancement … new authoring & publishing technologies

Pressure for change:

- 132 PROVOSTS support Open Access:
  http://www.arl.org/sparc/advocacy/frpaa/institutions.html

  "If universities pay the salaries of researchers and provide them with labs, and the federal government provides those researchers with grants for their studies, why should those same universities feel they can't afford to have access to research findings?"
  http://insidehighered.com/news/2006/07/28/provosts
- Researchers are putting pressure on Societies:
  (e.g. Royal Society members); PLoS' Open letter: http://www.plos.org/support/openletter.shtml
- OA publications are more often cited:
  Eysenbach G. Citation advantage of open access articles. PLoS Biol 2006;4(5):e157.

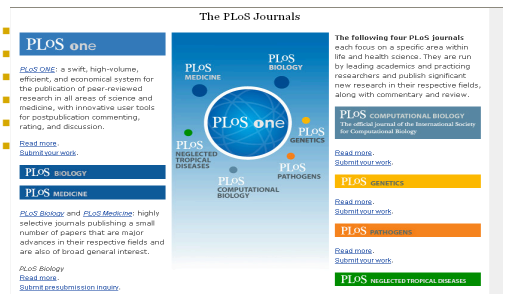
Faculty Mandates: ie. Harvard's OA Policy



Advocating Change

Student Activism

The Gold Road - Open Access Publishers



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Hybrid open access

Publishers offering article by article payment for open accessibility

- American Chemical Society
- American Institute of Physics
- American Physical Society
- BMJ (British Medical Journal)
- Blackwell
- Cambridge University Press
- Elsevier
- Oxford University Pr
- Royal Society (I
- SAGE Open
- Springer
- Taylor and Francis

EXiS Open Choice

Traditional subscription access model

Open Access Publishing

32

2 Paths to Open Access

manuscript ….

gold

Open Access journal
(Directory of Open Access Journals)

Traditional subscription access journals

green

Open access copy in online archive
(clRcle; SSRN)

Articles can be made OA by publishing in an OA journal or archiving OA copies from a traditional publication

33

UBC's Information Repository

clRcle Home | About clRcle | FAQ | Policies | Guides | Contact Us

Your University Your Research

Scholarly communication comes full circle

Your University, Your Research

clRcle is an Information Repository (or institutional repository) for published and unpublished materials created by the University of British Columbia. clRcle is also openly accessible, which means that it is freely available to anyone via the World Wide Web.

clRcle consists of various communities and collections. Communities are UBC departments, labs, research centres, schools or other administrative units. Each community oversees one or more of its own collections, which contain submitted items.

The benefits of submitting to clRcle include:

- increased citation of articles compared to non-open access items;
- an easier and cheaper way for you to exchange scholarly information with your peers;
- heightened visibility of your submissions due to search engines like Google and Yahoo and indexers like OAIster and CARL finding your material quickly and easily.

Scholarly communication comes full circle

Over the past few decades, the cost of scholarly publishing and journal subscriptions - especially in the areas of science, technology and medicine - has surged.

Digital archives such as clRcle provide an opportunity to make UBC's intellectual output freely available online. We organize and preserve the content, and make it accessible to the local community and to national and international audiences.

IRs are an excellent way to illustrate universities' contributions to the public - who, after all, offer invaluable support to our institutions.

As universities use IRs to control and share their output, scholarly communication and publishing are truly coming full circle.

* N.B. clRcle is currently in pilot mode and **will officially launch in spring 2008.**

34

IR's around the world …

35

Subject Disciplinary Repositories

- **arXiv.org:**
  Open access to 419,855 e-prints in Physics, Mathematics, Computer Science and Quantitative Biology
- **Pubmed Central:**
  Free digital archive of biomedical and life sciences journal literature at the U.S. National Institutes of Health (NIH)
- **Social Science Research Network:**
  Social Science Research Network (SSRN) is devoted to the rapid worldwide dissemination of social science research and is composed of a number of specialized research networks in each of the social sciences.
- **NELLCO Legal Scholarship Repository**
  Consortium of 100 (law school) institutions
- **The Alexandria Archive Institute** http://www.alexandriaarchive.org/
  The Alexandria Archive Institute works to build an open, Internet-based, knowledge commons of world cultural heritage. Includes documentation of archaeological and related research, including: reports, observations, maps, plans, analyses, digital files and images of excavations and surveys

36

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The emergence of new models of scholarly publishing

38

Trend to Openly Available

Open Source
Open Textbooks
Open Data
Open Education

Open Access

Open access "flavors"
Gold and green
Back issues open
Hybrid open access
Public access

Notion of authorship & scholarly publishing is rapidly evolving

- New technologies, interactive multimedia, online-only scholarly resources
- The idea of "in-progress" communication rather than a final archival publication.
- Scholarly products are taking on many new forms: databases, datasets, digital text, images, simulations, visualization, animation, specialized software …

A changing picture for all those involved in supporting the life-cycle of scholarship (researchers, authors, editors, reviewers, publishers, libraries, funders, readers)

What's a new model?

- Internet enabled
- New genres: new forms of presentation, new information blends
- New mode for interaction
- New business models
- New relationships to peer review

ARL/Ithaka Report - "Current Models of Digital Scholarly Communication"
http://www.arl.org/bm~doc/current-models-report.pdf

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Top Reasons Faculty Use New Models

1. Provides access to current research
2. Facilitates exchanges among scholars
3. Supplies useful co-location of works

43

Disciplinary Differences

Humanities & Social Sciences
- More often cited the value of models that facilitate exchange of ideas
  - E-only journals most commonly cited genre, then discussion forums

STM
- More often cited the value of models that provided access to new research
  - More often cited the value of data sites & e-only journals

Faculty at all stages of their career are experimenting with new models

44

Preprints & working papers

New distribution model; peer review

45

E-only journals

Experiments with new peer review models

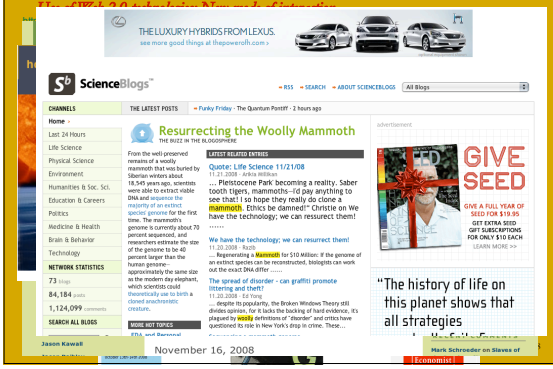
46

Discussion Forums

http://www.h-france.net/forum/h-franceforum.html

47

Blogs



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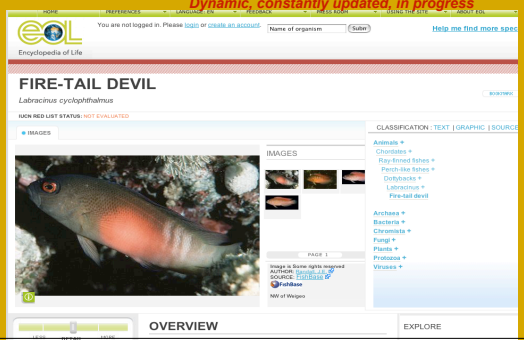
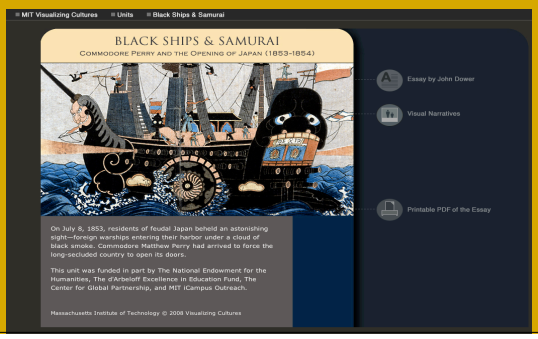
Encyclopedias, dictionaries, annotated content

Dynamic, constantly updated, in progress

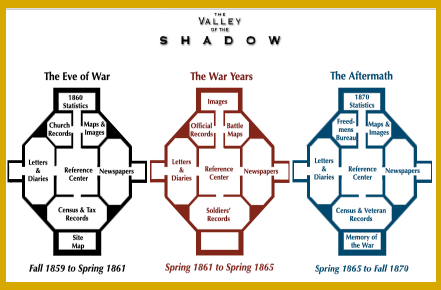


Encyclopedias, dictionaries, annotated content

New genre/ new information blend?



Categories? -- or new genres/information blends?



51

Category? Book? Blog?-- or new genre?

Professional & Academic Hubs

New Genres/New information blends?

New containers for content (also for storage & interface)

Notion that information is harvestable
- Can be repurposed, repackaged from wherever it exists…

New groupings of information
- hubs

53

Data Sources

54

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@UBC Library

- Infrastructure Support for New Models
  - IR – cIRcle
  - E-journal Hosting using PKP's OJS software
  - Digitization projects
- UBC Library Supports memberships to OA publications
  - PLOS,
  - BMC,
  - DOAJ
- Scholarly Communication Steering Committee

Engaging in Research

- **Environmental Scan of SC activities on our campus**
- **New Publishing Models Study**
  - ARL, UBC Library, Cornell University Library and the University of Washington Library - Ithaka sponsorship.
  - Purpose of the project:
    - Learn how faculty/researchers are involved in new models of scholarship on 44 campuses
    - Develop a database of new models

Scholarly Communications Steering Committee

- Began March 2008, includes:
  - faculty, librarians, and other stakeholders
- Mandate includes:
  - considering a long term view of issues/trends in scholarly publishing and sustainability of new models
  - Facilitating formalized discussion and education of these issues with faculty, research and publishing constituencies on our campus.
    - In discussions with Office of Research Services & others about setting up infrastructure support for the **CIHR mandate**
    - Journal Editors Forum
    - Partnership with UBC Press

Contact Information

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