THE CHANGING SCHOLARLY COMMUNICATION LANDSCAPE – AN OVERVIEW

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Outline

- Scholarly Communication history
- New models exploration
- Open Access and Rights management
- New rights options
- Institutional Repositories
- Rationale: Why us? Why now?
- Case study
Scholarly Communication: a Bit of Background

- Traditional modes
  - Journals in the sciences
  - Monographs in the humanities

- “Crisis” of 1990s
  - Spiraling publishing costs, especially journals
  - Increasing volume of materials available in digital form
  - Lack of access
Average serial price up 227%

Average book price up 65%

CPI up 57%
Scholarly Communication: Exploration of New Models

- Open access journals
  - Journals available at no cost to end user
  - May or not be refereed
  - Typically available in electronic format

- Institutional digital repositories
  - Unified open access to and preservation of the electronic collections of works of members of the institution’s community
Open Access

- Open access literature is usually defined as "digital, online, free of charge, and free of most copyright and licensing restrictions" (Suber, 2008)

  - Distribution power of the Internet
  - Consent of the author or copyright-holder
Reported Benefits

- Downloaded more than traditionally published materials ([Davis et al, 2008](#))

- More opportunities for easier collaboration among researchers

- Cited more than restricted (non-open access) materials in some disciplines ([Lawrence, 2001](#))
Author Rights

- Retain Author Rights
  - Reproduction
  - Distribution
  - Public performance
  - Modification of original work
Possible solutions

- Education Opportunities
- Modify publisher contracts
  - Scholar’s Copyright Addendum Engine
    http://scholars.sciencecommons.org/
  - Creative Commons licenses
    http://creativecommons.org/licenses/
Scholar's Copyright Addendum Engine

The Scholar’s Copyright Addendum Engine will help you generate a PDF form that you can attach to a journal publisher’s copyright agreement to ensure that you retain certain rights.

(get started)

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Digital Repositories?

“a set of services that a university offers to the members of its community for the management and dissemination of digital materials created by the institution and its community members.”

- Institutional
  - ScholarWorks @ UMass Amherst
    http://scholarworks@umass.edu

- Disciplinary Repositories
Why do this?

- Proactive response to scholarly communication and open access issues
- Showcase for scholars and institution
- Ease of use by faculty and researchers
- Long-term preservation, persistent urls
- Wide dissemination of intellectual output
- More frequent citations
Online or Invisible?
UMass Grad Student Takes on Publishing Giant, Wins Author Rights Victory

- Masters Thesis rights’ experience - challenged Grad School’s copyright policies
- United co-authors to hold out for SPARC addendum
- Negotiated policy change with T&F
- Championed “fair use” and open access through blogs and video
- Posted work on ScholarWorks, UMass Amherst’s digital repository
  http://works.bepress.com/chris.boulton

- Next step: organizing author rights and fair use event (featuring SPARC) at International Communication Assn Convention in May ‘09

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Case Study

Fame: Why I heart Digital Repositories
by Chris Boulton

Comments, questions?
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