Early Careers, Learned Societies, Publishing and Impact

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Publish or Perish no longer...
Now it’s –

• Be discoverable or die
• Be visible or vanish
• Be cited or suffer
Defining Open Access (OA)

Two elements:
1. Making freely available online to read
2. Making content reusable by third parties with little or no restrictions

Gold Open Access
Publication of the final article (Version of Record)
Article is made freely available online (often after payment of an article publishing charge (APC)).

Green Open Access
Usually refers to archiving/deposit of an (earlier version of an) article in a repository
• **Jul 2012** – Research Councils UK (RCUK) / Wellcome Trust (WT) OA policies

• **June 2013** – WT expand OA policy to include monographs

• RCUK mandate in place since April 2013
  o *Gold* preferred, though choice of Gold / Green rests with author / institution

• **Summer 2014**: HEFCE policy from 2016
  o *Green* OA dominates, with Author Manuscript version to be deposited to a repository within 3 months of acceptance (closed deposits made openly available after embargo are acceptable)

• **No firm policy around monographs**
• **Horizon 2020**
  - Ca €80 billion in funds; APC funds made available as part of research grant
  - **Gold** or **Green** OA with 6 / 12 month embargoes permitted
    - Machine readable articles / related data must be deposited in a repository
    - OA ‘strongly encouraged’ for monographs, proceedings and grey literature

• Most member states prefer **Green** OA at present except
  - UK
  - Austria tending towards Gold OA as part of Sales arrangements
  - Netherlands a notable exception
    - Sander Dekker, Deputy Minister for Education, Culture and Science advocates for Gold OA in a letter to the Hague (November 2013)

• **Science 2.0 in 2020-30**
  - Need for scientists to communicate to a wider audience
1.5 million articles published p.a. in around 27,000 peer-reviewed journals

125,000 editors, 350,000 board members, 2.5m referees and 12m authors

Average US researcher reads 280 articles p.a.

Articles per researcher are down ↓

Authors per article are up ↑

Article numbers are growing by 3.26% each year (doubling every 20 years)
ORCID

Connecting Research and Researchers

DISTINGUISH YOURSELF IN
THREE EASY STEPS

1  REGISTER Get your unique ORCID identifier Register now!
Registration takes 30 seconds.

2  ADD YOUR INFO Enhance your ORCID record with your professional information and link to your other identifiers (such as Scopus or ResearcherID or LinkedIn).

3  USE YOUR ORCID ID Include your ORCID identifier on your Webpage, when you submit publications, apply for grants, and in any research workflow to ensure you get credit for your work.
30% OF AUTHORS WRITE FOR A SPECIFIC JOURNAL
70% WRITE AND THEN ASK, WHERE SHALL I PUBLISH?

MAKE SURE YOU ARE IN THE 30%!!
REMEMBER!

YOU ARE JOINING A CONVERSATION, SO MAKE SURE YOU HAVE SOMETHING “UNIQUE” TO SAY
Helping your article – the quick wins

BE DISCOVERABLE

- TITLE
- ABSTRACT
- KEYWORDS
- AUTHOR E-PRINTS – USUALLY 50 COPIES
- EMAIL SIGNATURE
- READING LIST – MAKE YOUR ARTICLE STUDENT ESSENTIAL READING
- LIBRARY RECOMMENDATION FOR JOURNAL OR BOOK
- VIDEO ABSTRACT (VIDEO OR VANISH?)
Helping yourself with social media

Social media and online sharing – (SEE KUDOS)

**BUILD YOUR COMMUNITY**

Always give the link to the version of record on the publishers’ site so that you capture the download figures

- Facebook, Twitter, LinkedIn, personal wiki page
- Your departmental website
- **Blog** – see TanF guidelines
- Use **academic social networking** sites e.g. academia.edu
- Use **Citeulike** to share your article and reading lists
- Use discussion list

+ Take flyers to hand out at conferences for books and articles
+ Consider press release (often not appropriate)

and **TALK TO YOUR LEARNED SOCIETY AND PUBLISHER**, we want to help!
Impact Factors continue to be the top benchmark of an individual journal’s success

BUT, THAT IS CHANGING:

More metric systems in the online journals world

Increasingly, authors will be judged on their own citation rate
Altmetric tracks the attention that scholarly articles and datasets receive online, and specifically via:

- **Social media** like Twitter, Facebook, Google+, Pinterest and blogs


- **Online reference managers** like Mendeley and CiteULike
GrowKudos

Authors find and claim articles by searching (for DOI or last name)

Step 1
Edit your article description to explain your work

Step 2
Add links to videos, images, and data to make your article more useful

Step 3
Share information about your article to increase its readership
What happens when I “social media”?

Seeing the effect

Marital cruelty: reconsidering lay attitudes in England, c. 1580 to 1850

Altmetrics
Community activity around this article
- Tweeted by 14
- 0 readers on Mendeley
- 0 readers on CiteULike

See more details

Social media activity data is collected by Atmetric.com

Usage Data
Usage statistics provided by Taylor & Francis

Activity
Activities undertaken to increase the usage and impact of your research
- 25/09/2013 15:49 Share Shared via social media. View tweet 51
- 25/09/2013 15:46 Claimed Joanne Bailey claimed the article.

... with trackable links that enable the effect of sharing to be reported via the article metrics, alongside updated usage and Altmetric data
The end of the line?

Of course not – see --

• ImpactStory
• JournalGuide
• Portable reviews – Rubriq o Pre-Val
• Crowds source reviews emerging like Trip Advisor
• Storify
• Supplementary material for your article – soon on RSA journals with Figshare
Almost 1 year old

Publishers delighted with the launch

Has published

1 Editorial
8 full articles
8 Early Career articles
2 regional graphics
4 comments

Highest downloaded article 2,569 downloads

Highest downloaded article with commentaries has had 4,711 downloads

Average number of downloads is 667 – FAR higher than for the vast majority of hybrid journals

11 weeks average time from online submission to publication
Thank you

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