Inviting Silicon Valley through the academic publishing door

Jason Hoyt, PhD – Research Director
twitter - @jasonhoyt

STM 2010 Spring Conference
Cambridge, MA
29 April 2010

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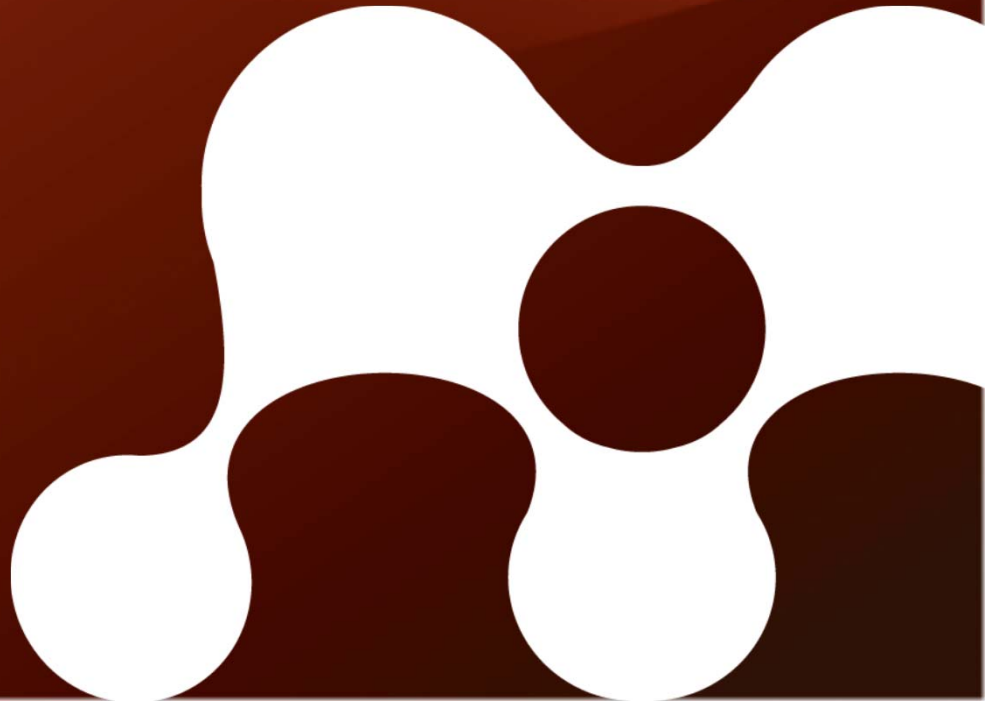

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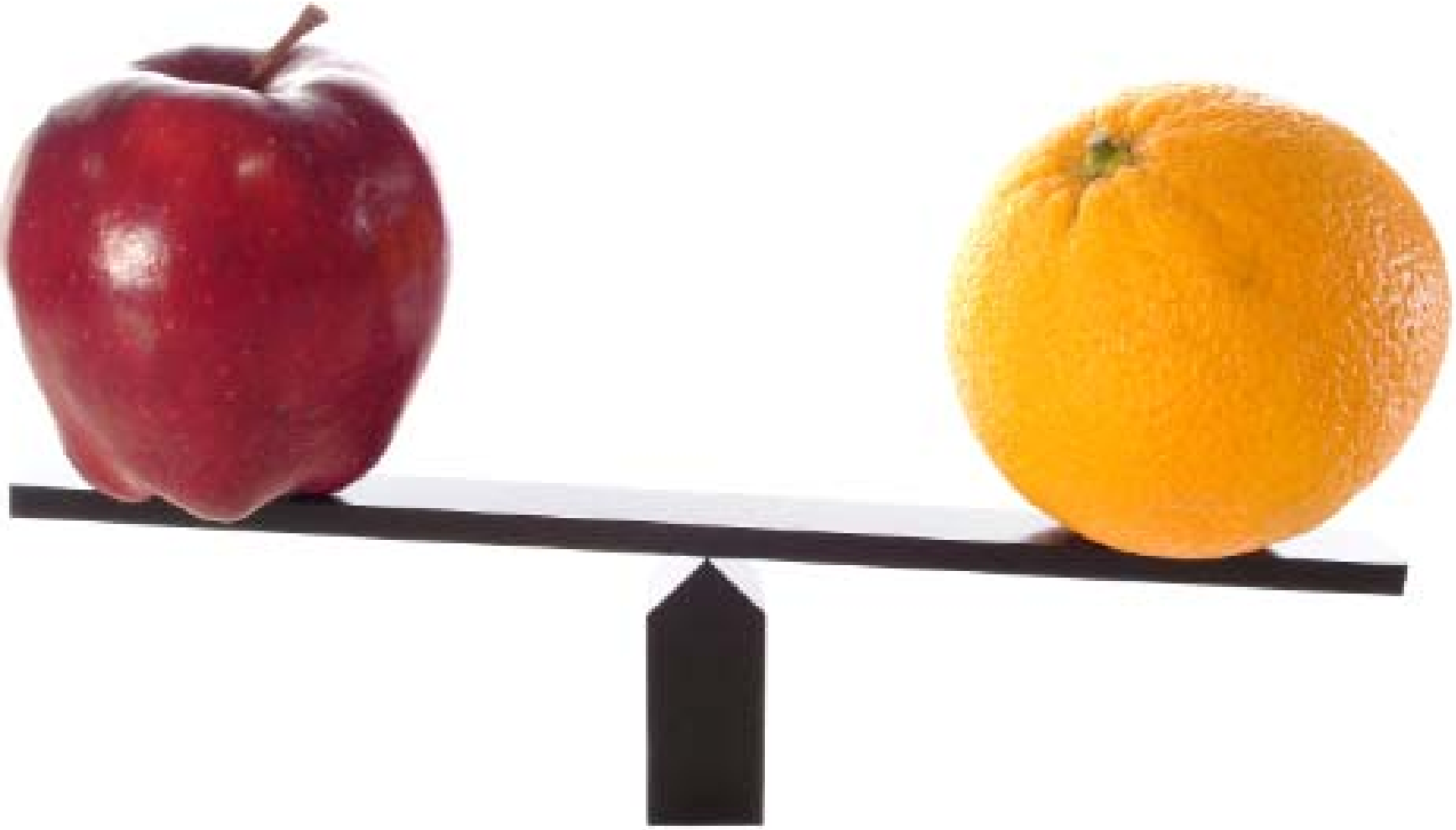

CAVEAT

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QUALIFICATIONS?

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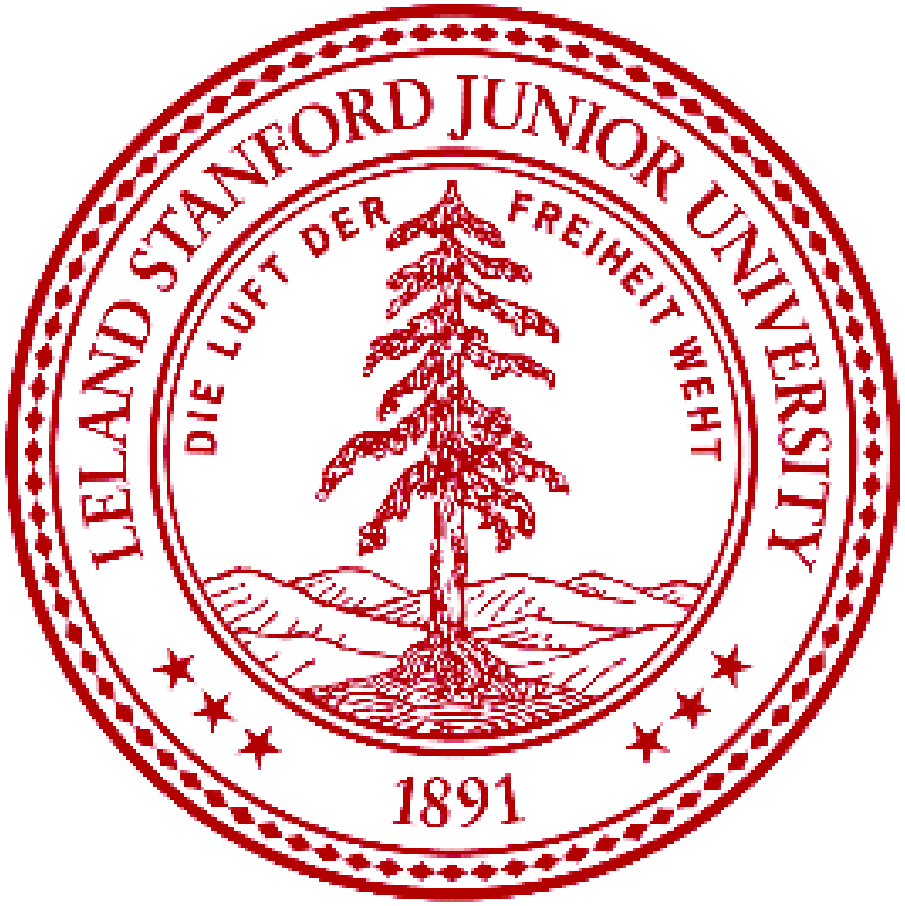
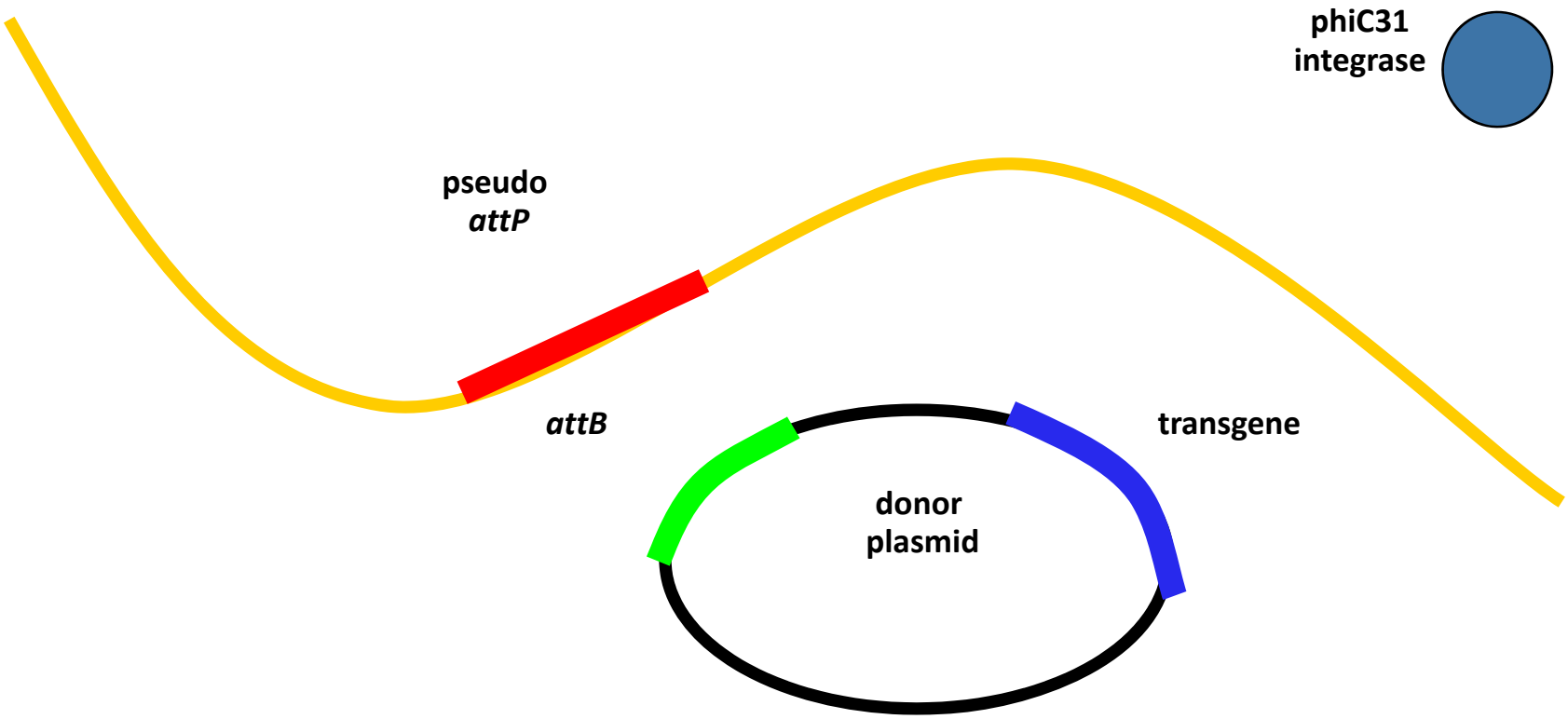

LELAND STANFORD JUNIOR UNIVERSITY
DIE LUFT DER FREIHEIT WEHT
1891

MENDELEY

phiC31



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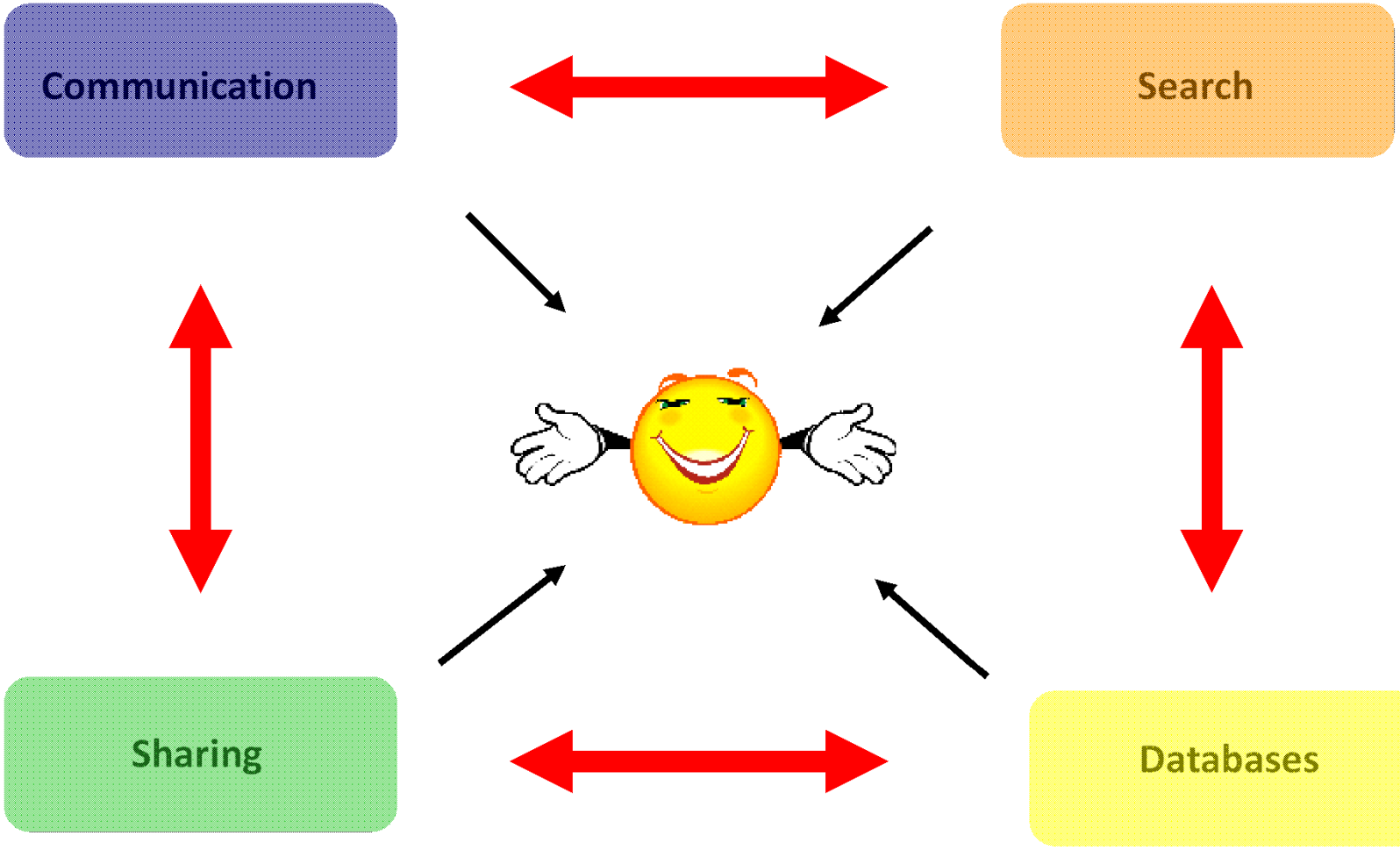
The expectation today is…



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skype™

last·fm™
the social music revolution

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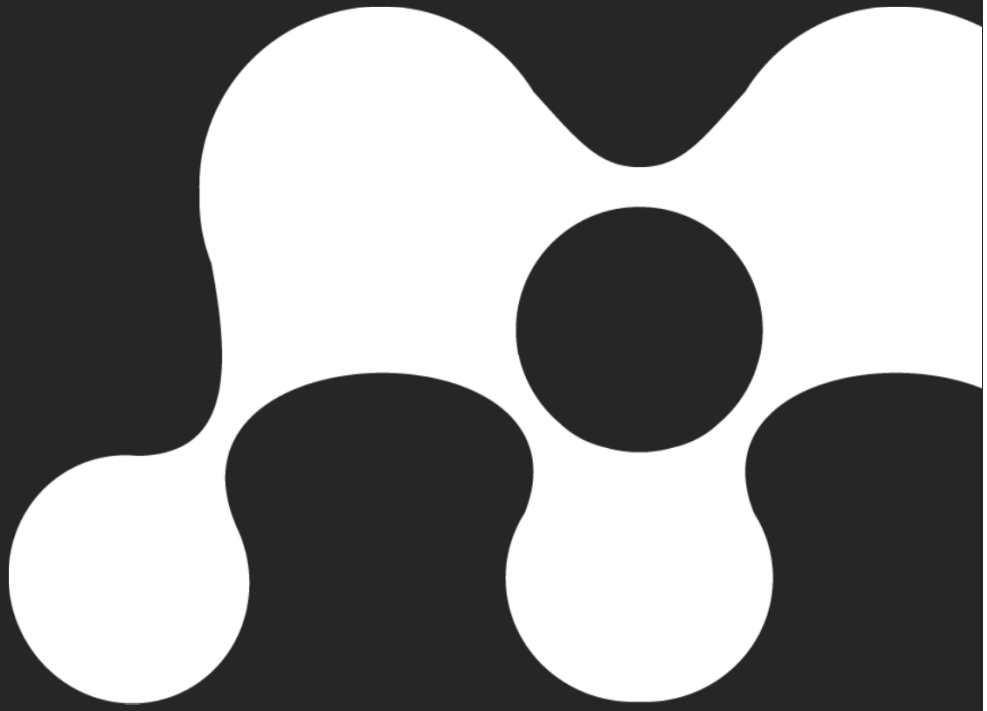
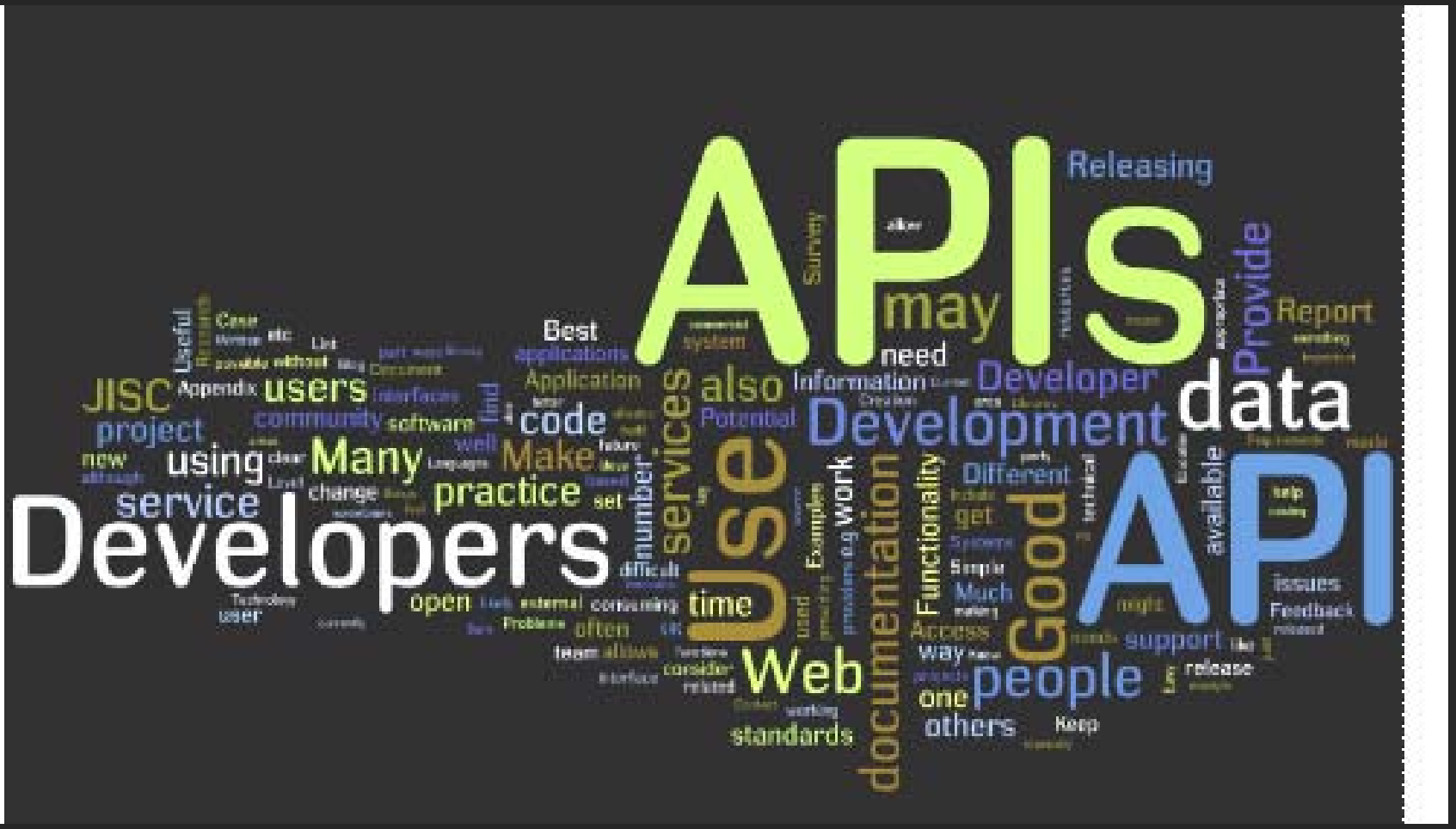
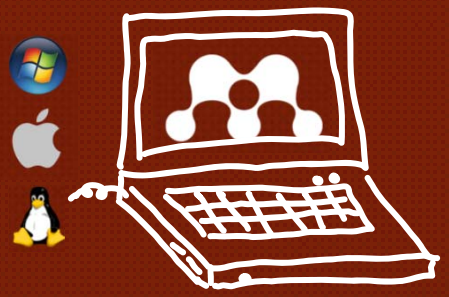



APIs
Developers
Use
API
Development
data
Good
Web
people
Releasing
may
Provide
Report
Developer
Information
also
need
Best
Application
code
Make
Many
practice
using
service
JISC
users
project
community
software
Appendix
Useful
new
change
set
number
services
Potential
Different
get
Functionality
documentation
work
Examples
available
Much
Access
way
support
release
issues
Feedback
one
others
standards
time
open
often
external
consuming
difficult
team
allows
consider
related
Keep
Survey
system
Interfaces
Case
Problems
user
Technology
Simple
Keep

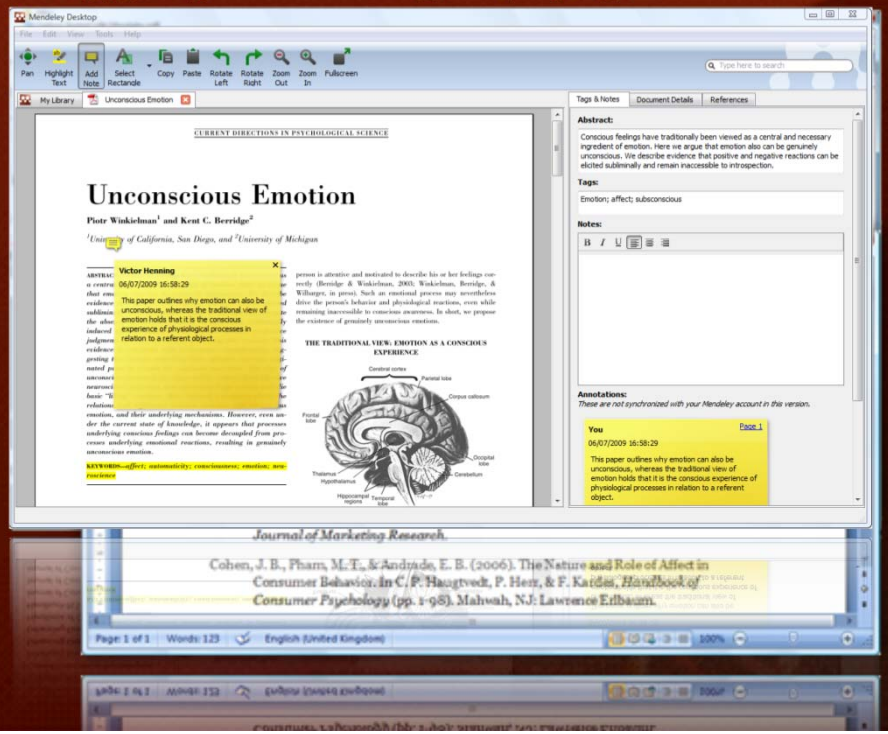
MENDELEY

Mendeley works like this:

1) Install
Mendeley Desktop



2) Manage
your research
papers



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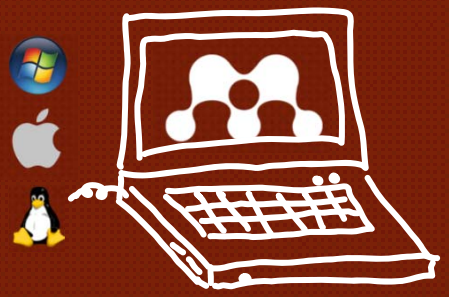
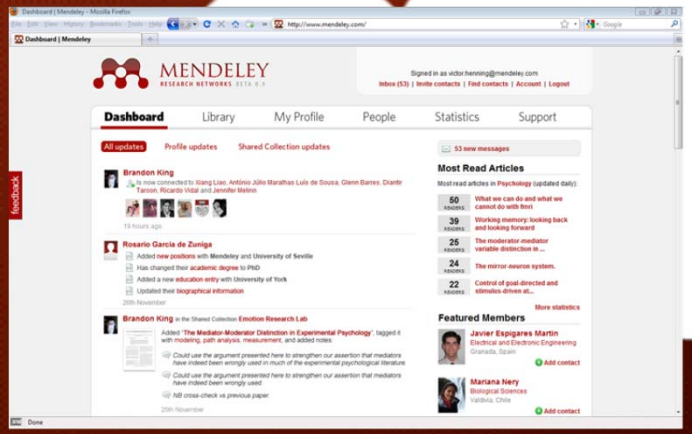
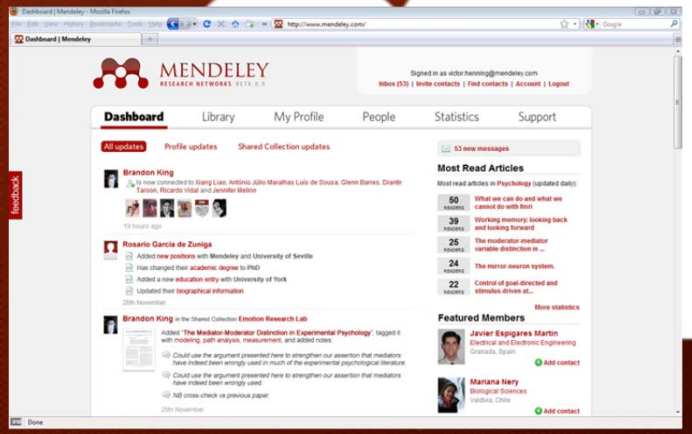


2) Manage
your research
papers

3) Mendeley aggregates
research data in the cloud

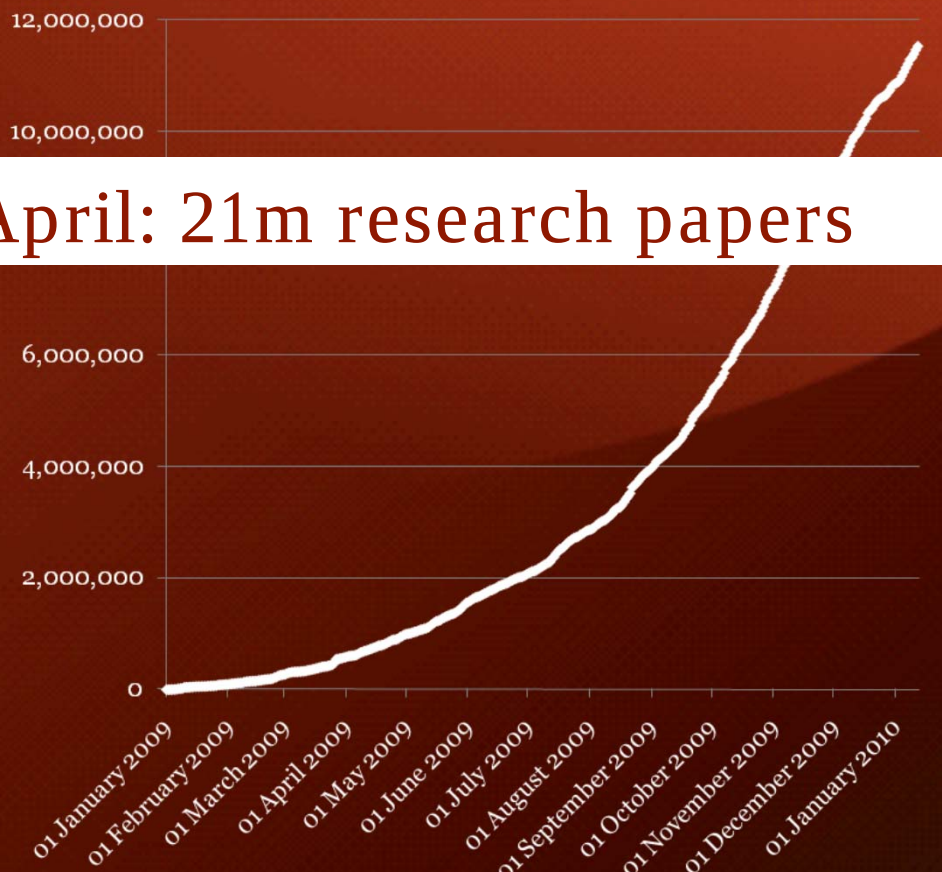


We're aggregating a crowdsourced research database with a unique layer of social & real-time usage stats.



January 2010

12m research papers (and 213m references) uploaded:



April: 21m research papers

After 16 months in public beta (version 0.9.6.3):

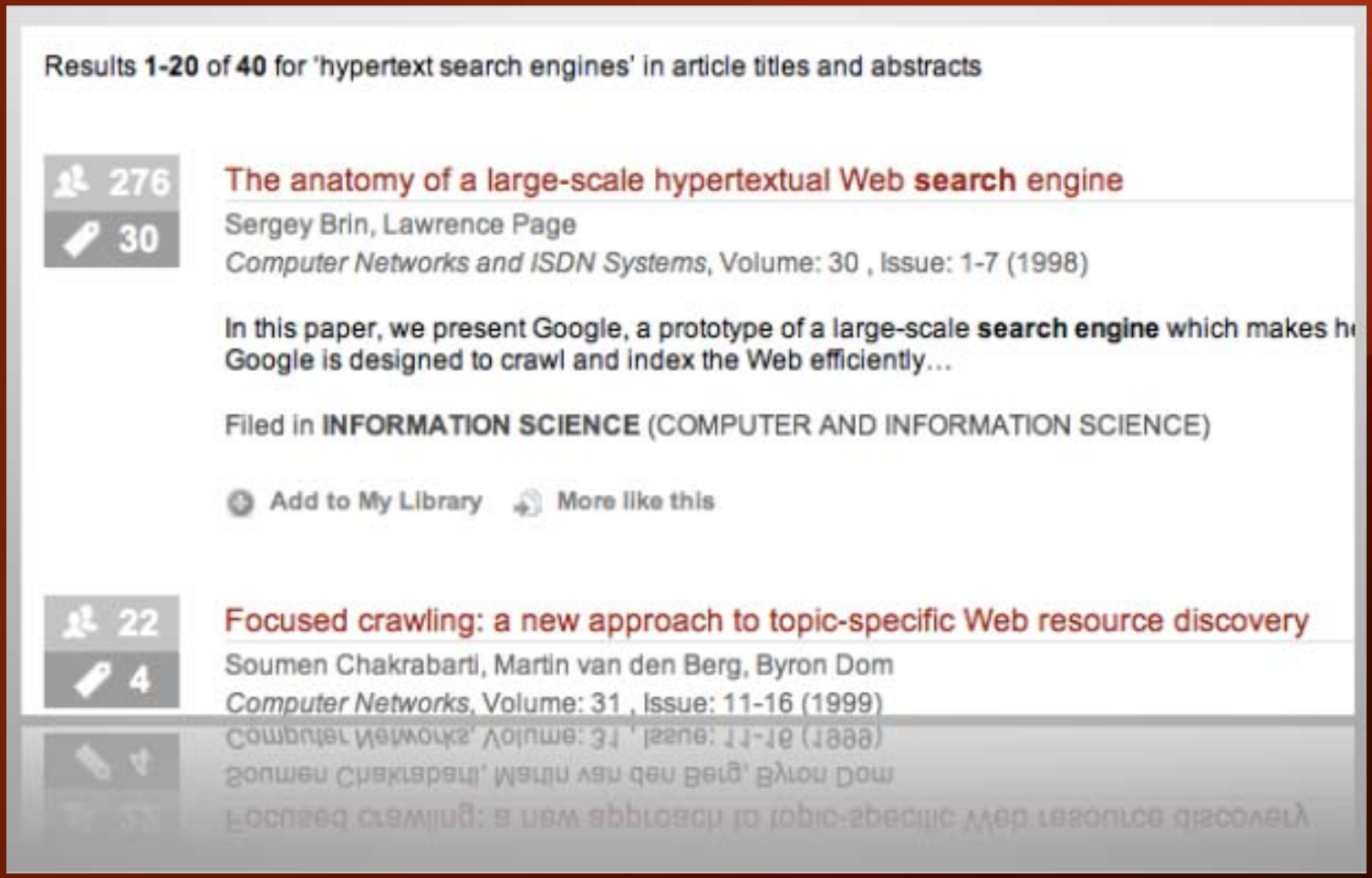
305,000 software downloads

Dr. Werner Vogels, CTO:

Journal aggregate stats:

Dr. Peter Binfield, Public Library of Science:

‘ReaderRank’ Search



OLD MEDIA

HAPPY DAYS

PREFE
7th
NATIONI
See

NEW MEDIA

napster®

Google News

WIKIPEDIA

English
The Free Encyclopedia
500 000+ articles

Deutsch
Die freie Enzyklopädie
210 000+ Artikel

日本語
フリー百科事典
105 000+ 記事

Svenska
Den fria encyklopedin
66 000+ artiklar

Nederlands
De vrije encyclopedie
60 000+ artikelen

Italiano
L'enciclopedia libera
37 000+ articoli

Português
A enciclopédia livre
34 000+ artigos

hulu

Google™

amazon.com.

1

Common Denominator

unbundled media

Music › Alternative › Animal Collective

Strawberry Jam

iTunes Review

Having dodged numerous genre labels (freak folk, experimental indie, neo-tribal, noise rock, etc) since the band's inception in 2000, Baltimore/Brooklyn's Animal Collective continues its tradition of shedding its musical skin with each new release. Challenging, but far from impenetrable, *Strawberry Jam* won't be an easy listen for some, yet indoctrinated fans will likely find it their most accessible

...More

$9.99 Buy Album

Genre: Alternative
Released: Sep 11, 2007
℗ 2007 Domino Recording Co. LTD

Customer Ratings

Rate this

Based On 238 Ratings

Top Animal Collec...

Songs | Albums

1. My Girls
2. Fireworks
3. Grass
4. What Would I Want? Sky
5. The Purple Bottle

	Name	Time	Popularity	Price
1.	Peacebone	5:13		$0.99 BUY
2.	Unsolved Mysteries	4:25		$0.99 BUY
3.	Chores	4:30		$0.99 BUY
4.	For Reverend Green	6:04		$0.99 BUY
5.	Fireworks	6:50		$0.99 BUY
6.	#1	4:32		$0.99 BUY
7.	Winter Wonder Land	2:44		$0.99 BUY
8.	Cuckoo Cuckoo	5:42		$0.99 BUY
9.	Derek	3:01		$0.99 BUY
10.	Cuckoo Cuckoo (Live) [Bonus Track]	6:43		$0.99 BUY
11.	Peacebone	5:14		$0.99 BUY
	Digital Booklet - Strawberry Jam			Album Only

Preview All

Total: 12 Items

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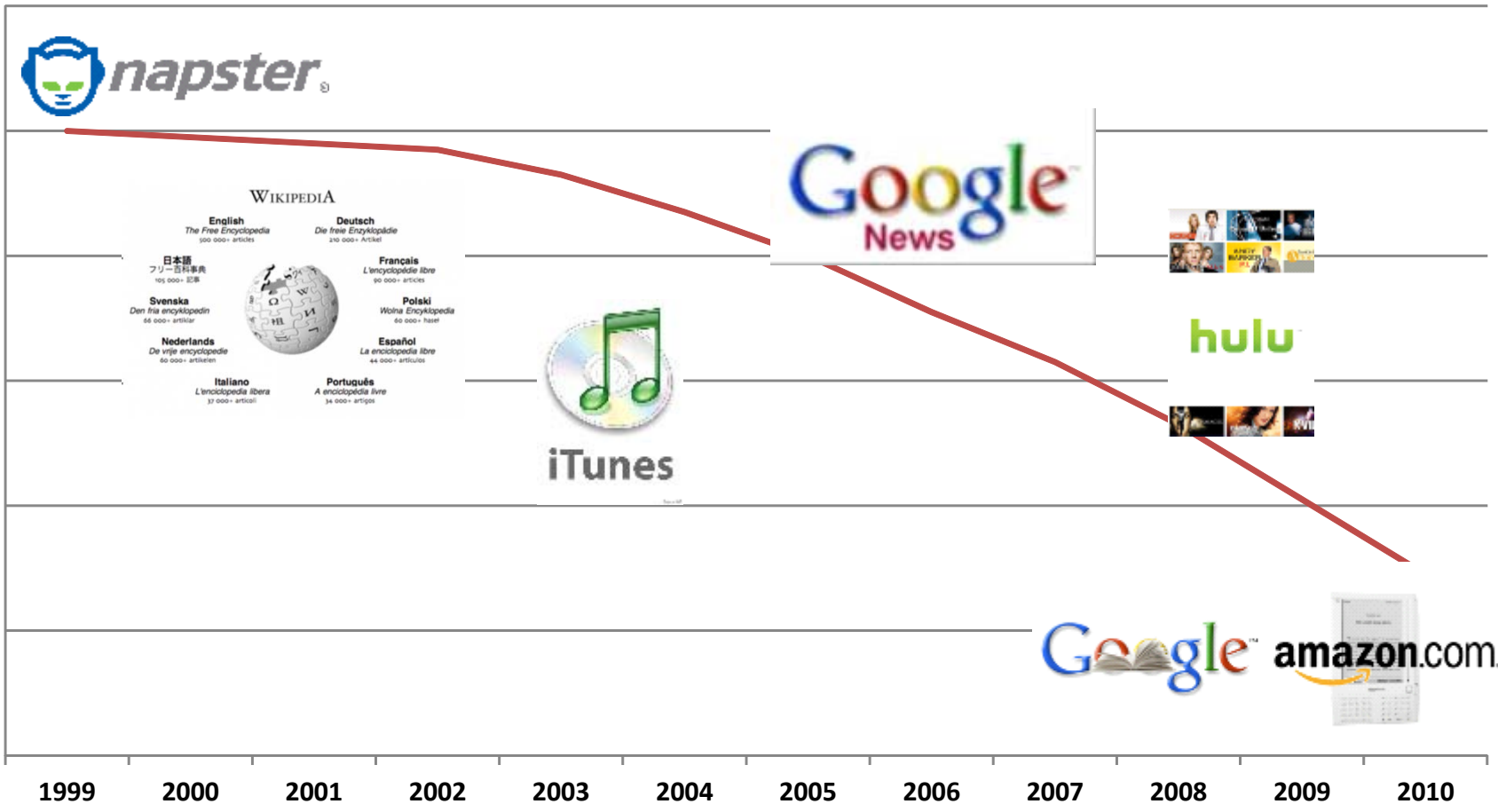
Old Media Profits



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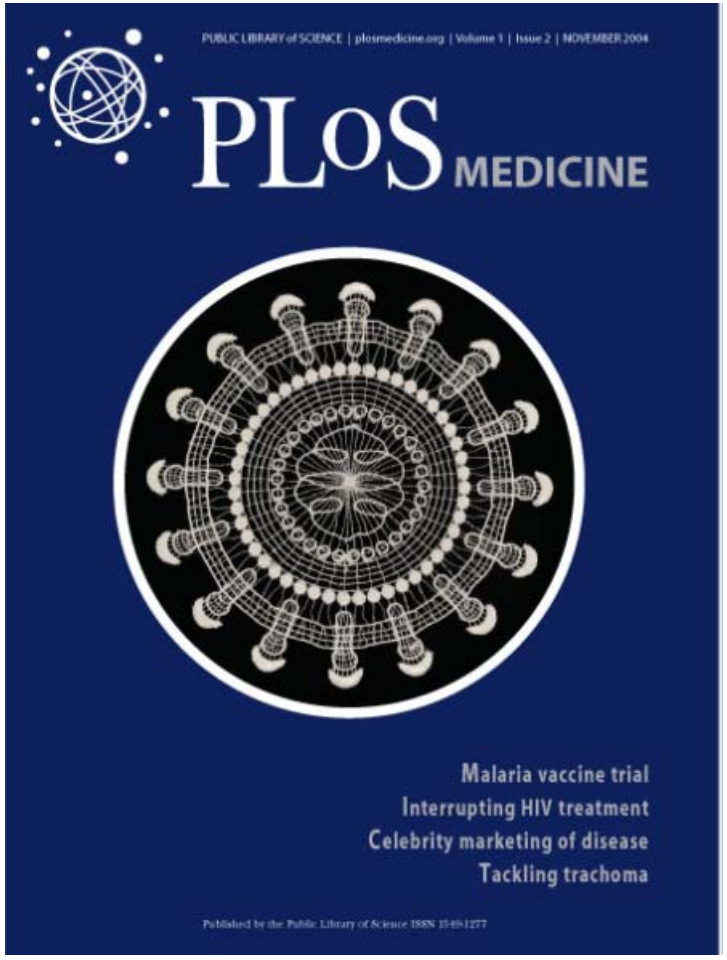
Unbundled Media

IS ACADEMIC PUBLISHING HEADED FOR THE SAME FATE?



BioMed Central
The Open Access Publisher

arXiv.org

PubMed Central

A free archive of life sciences journals

About PMC | Journal List | For Publishers | Utilities

phylogenomics: RT @iddux: House Bill Proposes a Federal **Open-Access** Policy #openaccess #OA http://is.gd/bzH5i (expand)
about 2 hours ago from *twidroid* · Reply · View Tweet

codeman38: @autismcrisis Now if only they'd go **open access** so I didn't have to pay $25 per article for a **journal** my uni doesn't subscribe to.
3 days ago from *Twitterrific* · Reply · View Tweet

JRRDtweets: If you're in the US, it's Tax Day! Remember that JRRD is an **open access journal**, and always free! :) http://bit.ly/bruDAP (expand)
4 days ago from *Facebook* · Reply · View Tweet

veletsianos: My colleague and I have a paper in the newest issue of the Austalasian **Journal** of Educational Technology (**open access**): http://bit.ly/9RrB4w (expand)
5 days ago from *TweetDeck* · Reply · View Tweet

dliu55: RT @simonvipoir Nature Publishing Group launches its first completely **open access journal**, Nature Communication http://tinyurl.com/yce9pb7 (expand)
6 days ago from *web* · Reply · View Tweet

dbourget: #jisc10: How to bring about full **open access**? Change the law to allow journals to switch to O.A. (take away **journal** brands from publishers).
7 days ago from *web* · Reply · View Tweet

jonrosenberg: Is there a pirate bay for **paid** scientific **journal** articles?
1 day ago from *TweetDeck* · Reply · View Tweet

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NEXTBIO

citeulike

BETA
deepdyve
BETA
deepdyve

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RESEARCH NETWORKS BETA 0.9

novo|seek
your new biomedical search engine

Google™

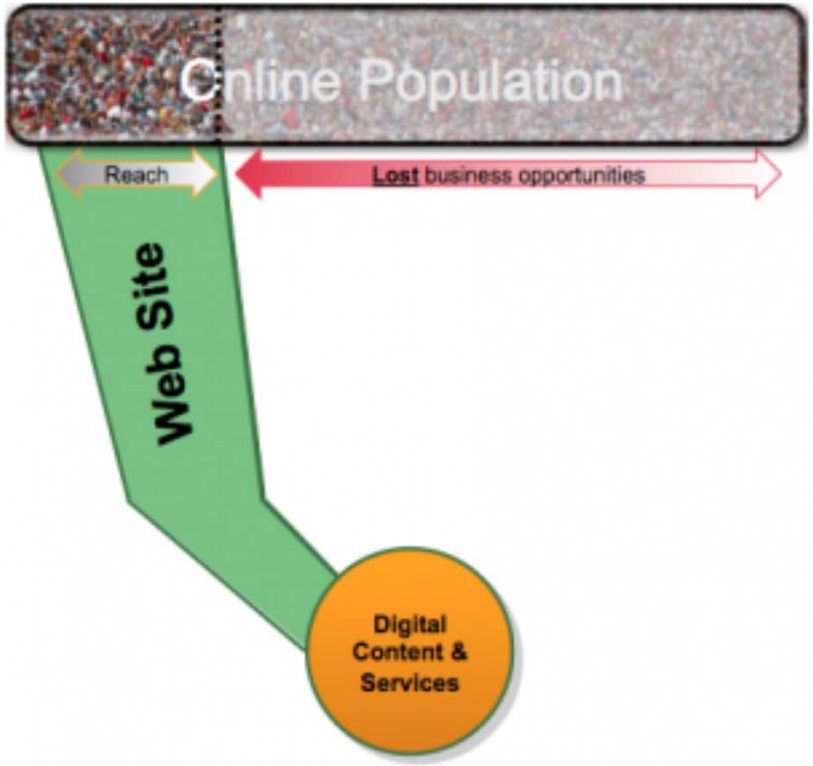
pubget

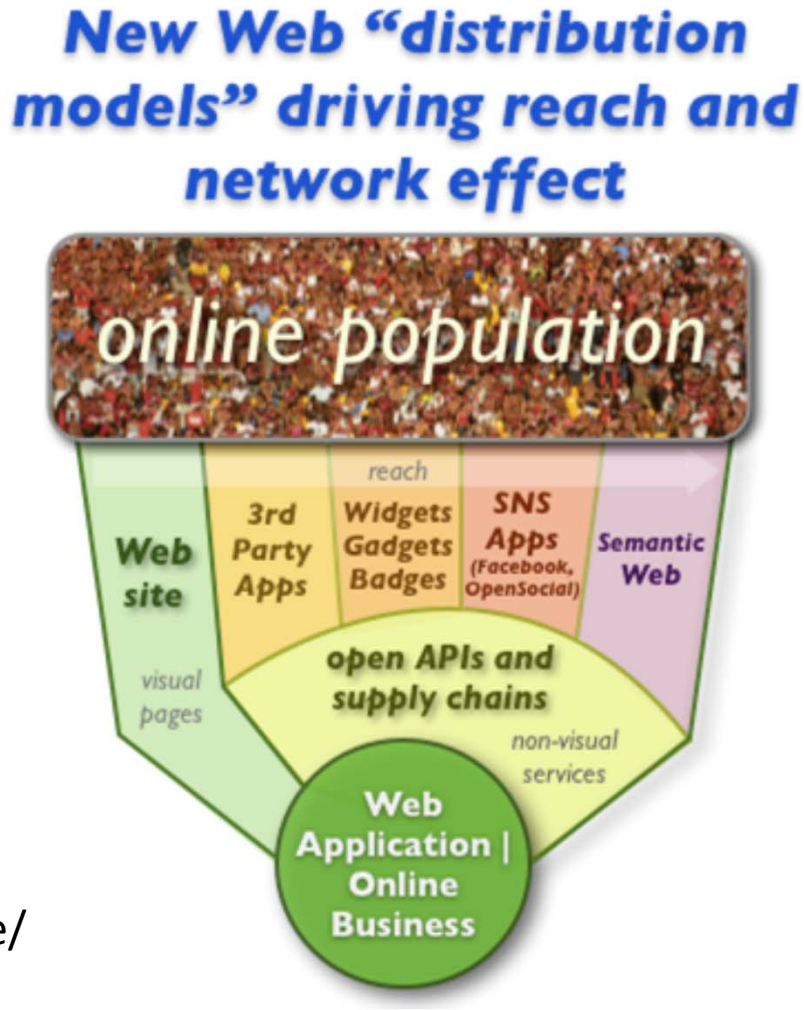
The “journal” is no longer the primary communication platform

CONTENT DISCOVERY IS NO LONGER A TOP DOWN APPROACH

Open APIs

DO YOU HAVE HIGH VALUE DATA GATHERING DUST?





Source: http://blogs.zdnet.com/Hinchcliffe/

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Old players – New distribution model

TransUnion.

BEST BUY

orange™

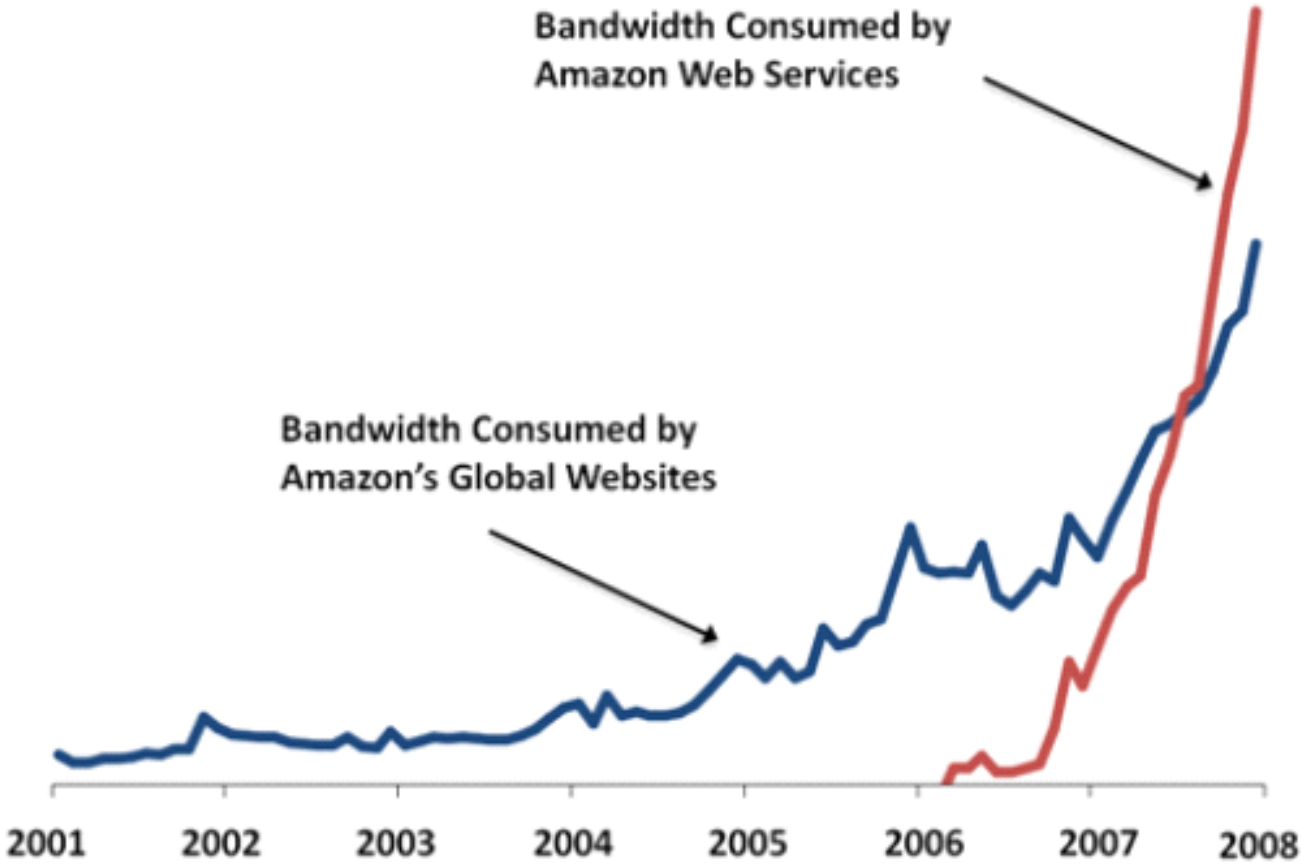
J.P.Morgan

warner | music | group

"I want my MTV"
MUSIC TELEVISION

The New York Times

guardian.co.uk



Effect of platform service – 3rd party uptake

http://aws.typepad.com/aws/2008/05/lots-of-bits.html

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Case study – Elsevier vs. PLoS

PUBLISHER APIs AND HOW GOOD ARE THEY?

Scopus API by Elsevier

Fields	Non-Scopus IPs	Scopus IPs
Article Title	✓ (default)	(default)
Document Type	✓	✓
Cited-by Count	✓ (default)	✓ (default)
INWARD URL	✓ (default)	✓ (default)
Source Title	✓ (default)	✓ (default)
ISSN	✓	✓
Vol	✓	✓
Issue	✓	✓
Page	✓	✓
Publication Date	✓ (default)	✓ (default)
EID	✓	✓
SCP	✓	✓
DOI	✓	✓
First Author	✓ (default)	✓ (default)
Complete Author list		✓
Affiliations	✓ (default)	✓
Abstracts		✓

# of hits	Non-Scopus IP	Scopus IP
Max # of hits	20	2000
Default # of hits	20	20

Technical Improvements

- Javascript based - limits to use to web apps only
- Results returned in XML rather than JSON

Policy Improvements

- Non-commercial use only
- Non-Scopus IP access
- Cannot change the order in which the Scopus search results appear
- Intermixing search Results from sources other than Scopus
- **No full-text access** (machine readable)

PLoS

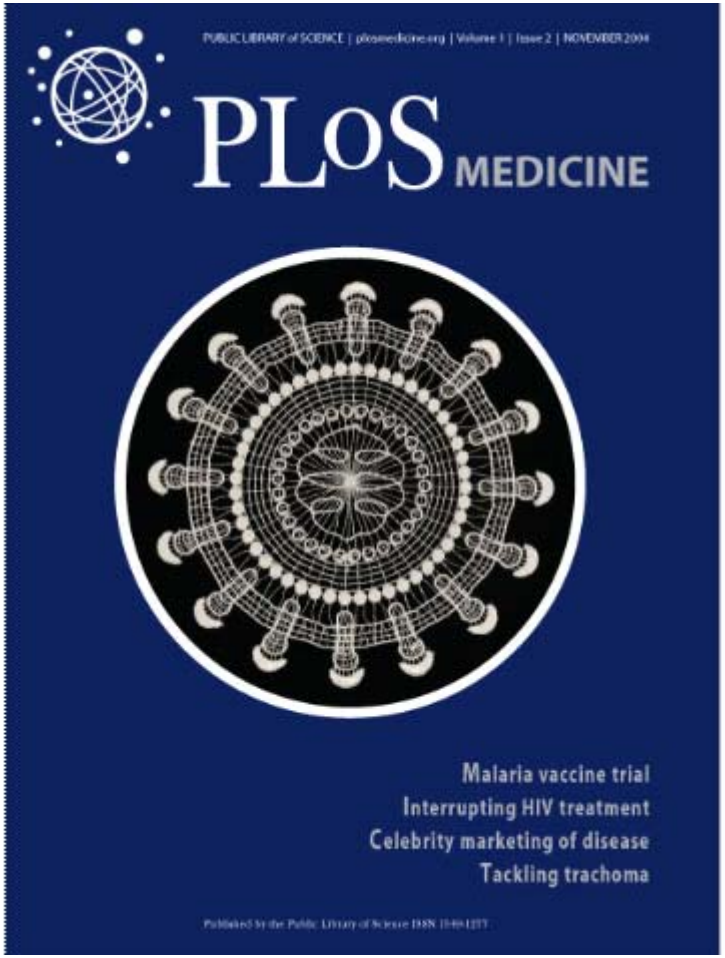
Full-text already available

APIs in development

- Usage metrics
- Citations
- Bookmarking

<u>No data use restrictions</u>

Net result = wider distribution & discovery of content



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Myth

YES, BUT HIGH IMPACT JOURNALS WILL ALWAYS HAVE AN AUDIENCE

Myth Buster

Has diluted perceived value of higher quality content on paid cable.

2009: 800,000 households in the US had ditched their TV subscriptions

(Source: Convergence Consulting Group)

Not necessarily and not as scary as you think

GIVING AWAY FULL-TEXT?

Giving away full-text?

- With API platform you know who has access and what they are doing
- Implement a snippet policy

- Machine readable metadata, text AND captions

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NEXTBIO

citeulike

BETA
deepdyve
BETA
deepdyve

MENDELEY
RESEARCH NETWORKS BETA 0.9

novo|seek
your new biomedical search engine

Google™

pubget

Mendeley Open API

Announcing call for App proposals

It's almost here, the Mendeley Open API that third-party developers can use to create their own mashups. The API won't be immediately available to everyone quite yet, but we would like to invite anyone who is interested to submit a proposal of what you envision building.

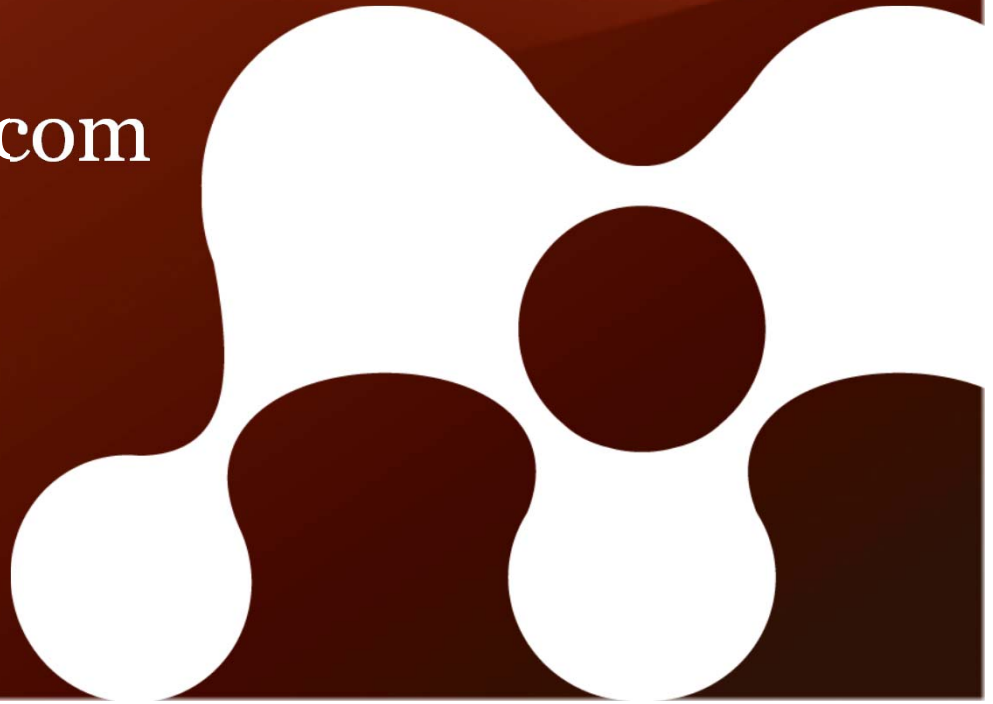
The call for proposals is open until Friday, May 14th. Selected developers will be notified between now and May 21st.

Two-way street

WE WANT TO SHARE DATA TOO

Thank you

Jason Hoyt, PhD
twitter - @jasonhoyt
jason.hoyt@mendeley.com



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