

STM Frankfurt Conference 2012

“Publishing Transformed: New Players, New Outcomes”

Session “Driving Change: Funders as Catalyst”



MAX PLANCK

digital library

- MPDL's Perspective
- Four Changeless Requirements
- The early 21st Century Technological Situation
- Consequences
- Mantra Peril and Regeneration

▪ **MPDL's Perspective**

- Four Changeless Requirements
- The early 21st Century Technological Situation
- Consequences
- Mantra Peril and Regeneration

Max Planck Digital Library – What we do

**Ensure appropriate availability of
(digital) scientific information**

**Build the next generation
information infrastructure**

**Of special
interest to us**

- Requirements of science, scientists and research organizations
- Technology situation
- Business, sourcing and operational models
- Organization and accessibility of information
- Integration of information (flows) with scientific workflows

- MPDL's Perspective
- **Four Changeless Requirements**
- The early 21st Century Technological Situation
- Consequences
- Mantra Peril and Regeneration

Changeless Requirement #1

Best possible support of ...

Scientific discourse

- Creation of unconditional access to released information and data w/o exclusion of anybody
- Activating the relevant audience

Changeless Requirement #2

Best possible support of ...

Novel scientific ways of working

currently:

- Close collaboration and leverage of swarm intelligence
- Usage of semantic/mining technologies on full texts and data (e.g. semantic search, content relations, corpus analytics)

Changeless Requirement #3

Best possible support of ...

Scientific working efficiency

- Building of relevant coherent corpora and compatible (“linked”) data collections
- Conversion into state-of-the-art formats and enriching

Changeless Requirement #4

Best possible support of ...

Dissemination of released information beyond the scientific community

- Society
- Commercial players

- MPDL's Perspective
- Four Changeless Requirements
- **The early 21st Century Technological Situation**
- Consequences
- Mantra Peril and Regeneration

The early 21st Century Technological Situation

Digital Objects

- Copying occurs naturally
(as natural as transport for physical goods)
- There are no originals and identifiable copies
(this is a concept for physical goods)

Internet infrastructure

- Remote copying is possible at no cost and no effort
- Capacity is sufficient for any human audio-visual perception

Machine reading

- Machines are readers of and decision makers on information
- Full texts and images have become data

- MPDL's Perspective
- Four Changeless Requirements
- The early 21st Century Technological Situation
- **Consequences**
- Mantra Peril and Regeneration

Consequences

Best possible support of ...

- Scientific discourse
- Novel scientific ways of working
- Scientific working efficiency
- Dissemination of released information beyond the scientific community

With the technology of...

- Digital Objects
- Internet infrastructure
- Machine reading


Consequences

Best possible support of ...

- Scientific discourse
- Novel scientific ways of working
- Scientific working efficiency
- Dissemination of released information beyond the scientific community

With the technology of...

- Digital Objects
- Internet infrastructure
- Machine reading



**Not the natural
context for
restricted access**

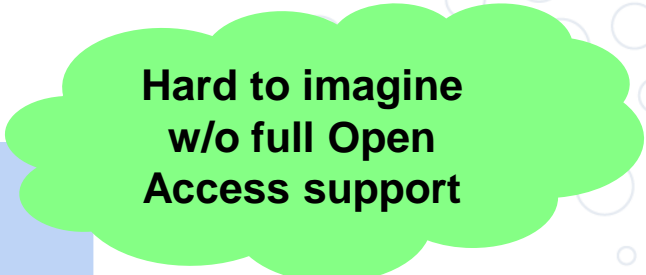
Consequences

Best possible support of ...

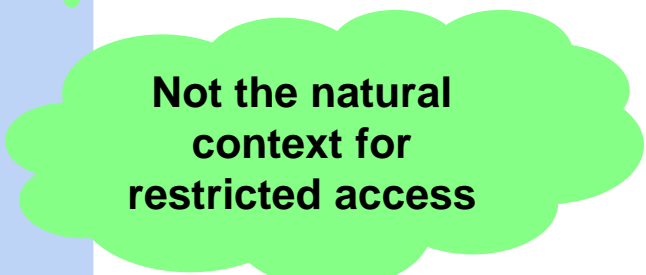
- Scientific discourse
- Novel scientific ways of working
- Scientific working efficiency
- Dissemination of released information beyond the scientific community

With the technology of...

- Digital Objects
- Internet infrastructure
- Machine reading



**Hard to imagine
w/o full Open
Access support**



**Not the natural
context for
restricted access**

Consequences

Best possible support of ...

- Scientific discourse
- Novel scientific ways of working
- Scientific working efficiency
- Dissemination of released information beyond the scientific community

With the technology of...

- Digital Objects
- Internet infrastructure
- Machine reading

**Hard to imagine
w/o full Open
Access support**

**Not the natural
context for
restricted access**

**Business models
ignoring this are
potentially a bad idea
long term**

- MPDL's Perspective
- Four Changeless Requirements
- The early 21st Century Technological Situation
- Consequences
- **Mantra Peril and Regeneration**

Mantra Peril

- Don't get lost with strategic mantras – they might be historic
- Don't get stuck with making old processes and tools more efficient, invent more effective ones
- Talk to your shareholders, check your organizational structures

10 Examples to Think About

10 Examples to Think About

1. **Lot's of copies** might be good, e.g. for renown and sales

10 Examples to Think About

1. **Lot's of copies** might be good, e.g. for renown and sales
2. **Vertical disintegration** from now low-value information logistics (print, hosting platform, “Publish&Diseminate”) might be a competitive advantage

10 Examples to Think About

1. **Lot's of copies** might be good, e.g. for renown and sales
2. **Vertical disintegration** from now low-value information logistics (print, hosting platform, “Publish&Diseminate”) might be a competitive advantage
3. **No-central-copy** might solve a lot of problems

10 Examples to Think About

1. **Lot's of copies** might be good, e.g. for renown and sales
2. **Vertical disintegration** from now low-value information logistics (print, hosting platform, "Publish&Diseminate") might be a competitive advantage
3. **No-central-copy** might solve a lot of problems
4. **No one-version-of-record** and **Moving beyond pre-publication-peer-review** might allow for new publishing concepts

10 Examples to Think About

1. **Lot's of copies** might be good, e.g. for renown and sales
2. **Vertical disintegration** from now low-value information logistics (print, hosting platform, “Publish&Diseminate”) might be a competitive advantage
3. **No-central-copy** might solve a lot of problems
4. **No one-version-of-record** and **Moving beyond pre-publication-peer-review** might allow for new publishing concepts
5. **Opening “own intellectual property”** to other commercial parties might lead to superior products and integrated services

10 Examples to Think About

1. **Lot's of copies** might be good, e.g. for renown and sales
2. **Vertical disintegration** from now low-value information logistics (print, hosting platform, "Publish&Diseminate") might be a competitive advantage
3. **No-central-copy** might solve a lot of problems
4. **No one-version-of-record** and **Moving beyond pre-publication-peer-review** might allow for new publishing concepts
5. **Opening "own intellectual property"** to other commercial parties might lead to superior products and integrated services
6. **Dropping journal brand focus** might open ways to create better corpora and linked data

cloud services

10 Examples to Think About

1. **Lot's of copies** might be good, e.g. for renown and sales
2. **Vertical disintegration** from now low-value information logistics (print, hosting platform, "Publish&Diseminate") might be a competitive advantage
3. **No-central-copy** might solve a lot of problems
4. **No one-version-of-record** and **Moving beyond pre-publication-peer-review** might allow for new publishing concepts
5. **Opening "own intellectual property"** to other commercial parties might lead to superior products and integrated services
6. **Dropping journal brand focus** might open ways to create better corpora and linked data
7. **Leaving restricted access business models** may save a lot of operational cost, open ways to better integrate with the service provider ecosystem and to realign with peoples feelings

cloud services

10 Examples to Think About

1. **Lot's of copies** might be good, e.g. for renown and sales
2. **Vertical disintegration** from now low-value information logistics (print, hosting platform, "Publish&Diseminate") might be a competitive advantage
3. **No-central-copy** might solve a lot of problems
4. **No one-version-of-record** and **Moving beyond pre-publication-peer-review** might allow for new publishing concepts
5. **Opening "own intellectual property"** to other commercial parties might lead to superior products and integrated services
6. **Dropping journal brand focus** might open ways to create better corpora and linked data
7. **Leaving restricted access business models** may save a lot of operational cost, open ways to better integrate with the service provider ecosystem and to realign with peoples feelings
8. **Defocussing from legal author definition** might open the mind to support proper attribution of scientific ideas (not articles) and data works

cloud services

10 Examples to Think About

1. **Lot's of copies** might be good, e.g. for renown and sales
2. **Vertical disintegration** from now low-value information logistics (print, hosting platform, "Publish&Diseminate") might be a competitive advantage
3. **No-central-copy** might solve a lot of problems
4. **No one-version-of-record** and **Moving beyond pre-publication-peer-review** might allow for new publishing concepts
5. **Opening "own intellectual property"** to other commercial parties might lead to superior products and integrated services
6. **Dropping journal brand focus** might open ways to create better corpora and linked data cloud services
7. **Leaving restricted access business models** may save a lot of operational cost, open ways to better integrate with the service provider ecosystem and to realign with peoples feelings
8. **Defocussing from legal author definition** might open the mind to support proper attribution of scientific ideas (not articles) and data works
9. **Value added services for researchers** might turn out to be far more interesting than value added services for librarians

10 Examples to Think About


1. **Lot's of copies** might be good, e.g. for renown and sales
2. **Vertical disintegration** from now low-value information logistics (print, hosting platform, "Publish&Diseminate") might be a competitive advantage
3. **No-central-copy** might solve a lot of problems
4. **No one-version-of-record** and **Moving beyond pre-publication-peer-review** might allow for new publishing concepts
5. **Opening "own intellectual property"** to other commercial parties might lead to superior products and integrated services
6. **Dropping journal brand focus** might open ways to create better corpora and linked data cloud services
7. **Leaving restricted access business models** may save a lot of operational cost, open ways to better integrate with the service provider ecosystem and to realign with peoples feelings
8. **Defocussing from legal author definition** might open the mind to support proper attribution of scientific ideas (not articles) and data works
9. **Value added services for researchers** might turn out to be far more interesting than value added services for librarians
10. **Helping to properly solve the scientific relevance evaluation problem** might turn out to be more lucrative than living on it.

Regeneration

- Get creative
- Stay agile
- Innovate

Regeneration

- Get creative
- Stay agile
- Innovate



**Science needs
state-of-the-art
information service
providers**

Thank you for your attention