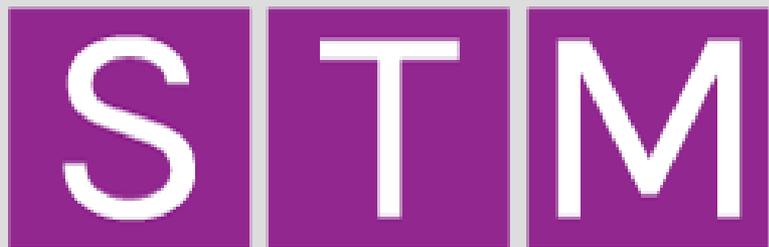


Sharing

Scholarly Collaboration Networks (SCN's)
sharing and publishing – convergence or
divergence?



The global voice of
scholarly publishing



Wouter Haak: wearing multiple hats

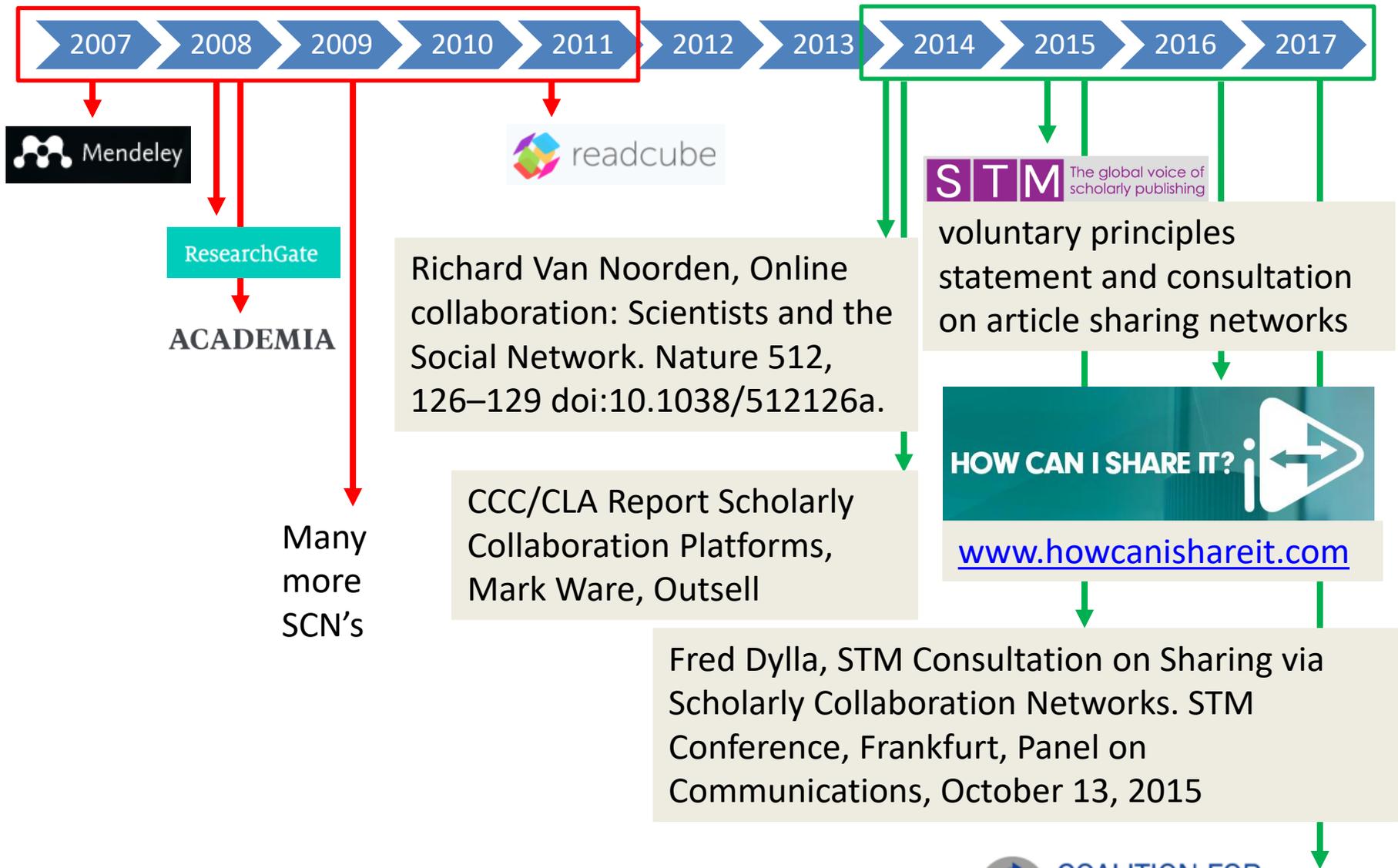


VP Research Data Management
Elsevier



Chair of STM's Scholarly Collaboration
Network support group

Timeline ... and when 'we started to take notice'



ResearchGate
ACADEMIA

Many more
SCN's



Richard Van Noorden, Online
collaboration: Scientists and the
Social Network. Nature 512,
126–129 doi:10.1038/512126a.

CCC/CLA Report Scholarly
Collaboration Platforms,
Mark Ware, Outsell

STM The global voice of
scholarly publishing
voluntary principles
statement and consultation
on article sharing networks

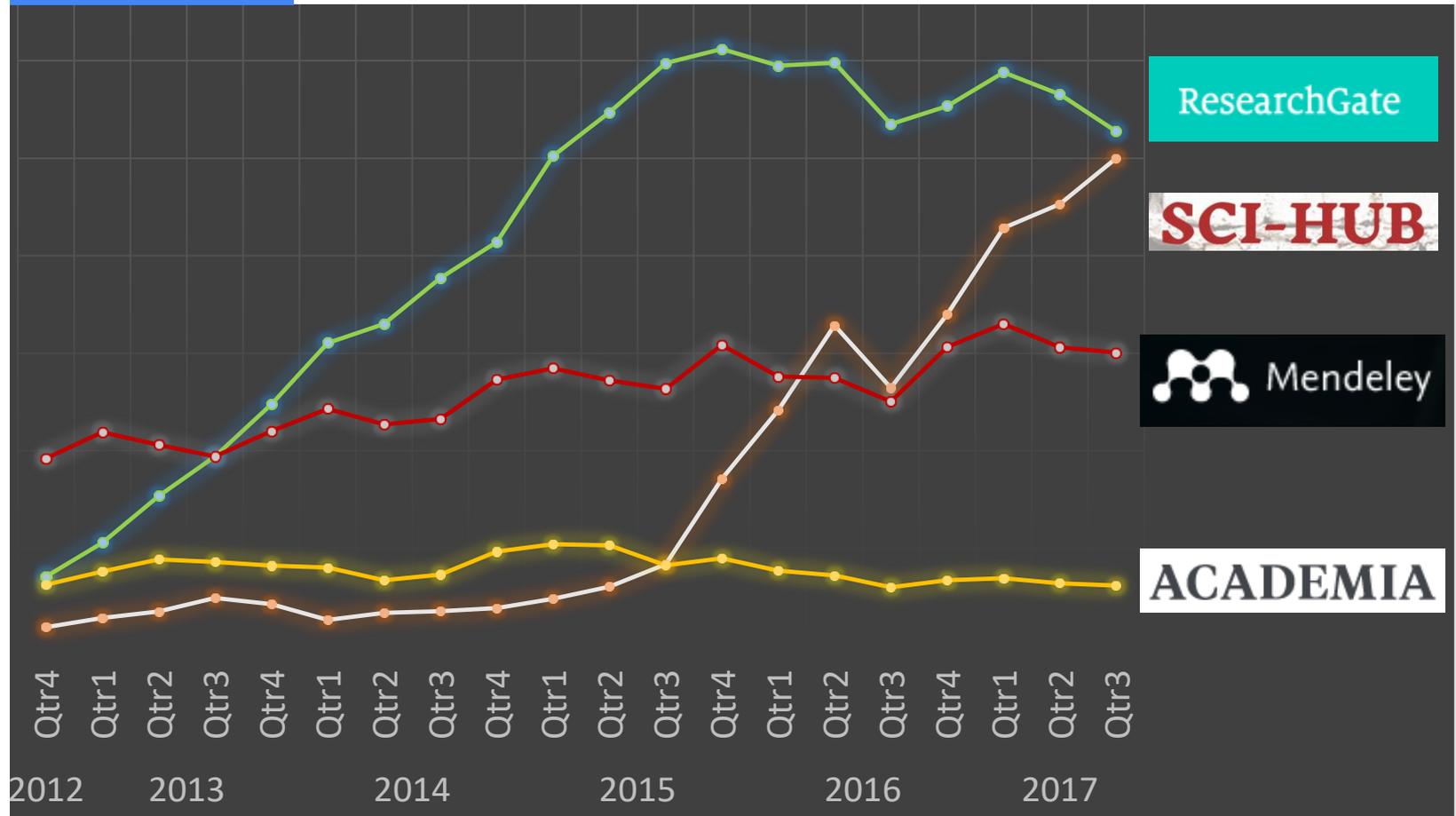
HOW CAN I SHARE IT?
www.howcanishareit.com

Fred Dylla, STM Consultation on Sharing via
Scholarly Collaboration Networks. STM
Conference, Frankfurt, Panel on
Communications, October 13, 2015

Researcher uptake of 3 SCN platforms (and a fourth platform)

Google Trends

Researchgate, Academia.edu, Mendeley, "Sci-hub & Sci-hub"



ResearchGate

SCI-HUB

Mendeley

ACADEMIA

Sharing is not easy today: researchers face real problems

However: many problems are 'access' problems

Sharer

Consumer

Generalized:	Researchers	SCNs	Publishers	Example problems
Sharing Author share	Want to (showcase and) share with peers and colleagues	Want to facilitate sharing and collaboration	Want to support (compliant) sharing	<ul style="list-style-type: none"> - Policies unclear - No evident infrastructure for compliant sharing
Access Researcher share	Want convenience: access to content whenever and wherever	Want to provide easy access to content	Want researchers to access content on own platforms; on other platforms: provide entitled version and/or obtain usage	<ul style="list-style-type: none"> - Complexity off-campus access - Unaware of entitlements - No alternative for non-subscribers
Usage	[Author] Want to see article usage	Want to show usage to demonstrate value of platform	Want to obtain usage to demonstrate value of products & improve underlying engines (e.g. recommenders)	<ul style="list-style-type: none"> - No central infrastructure to log and report usage events



We can work with SCN's to solve these problems

Actually: several initiatives
under way

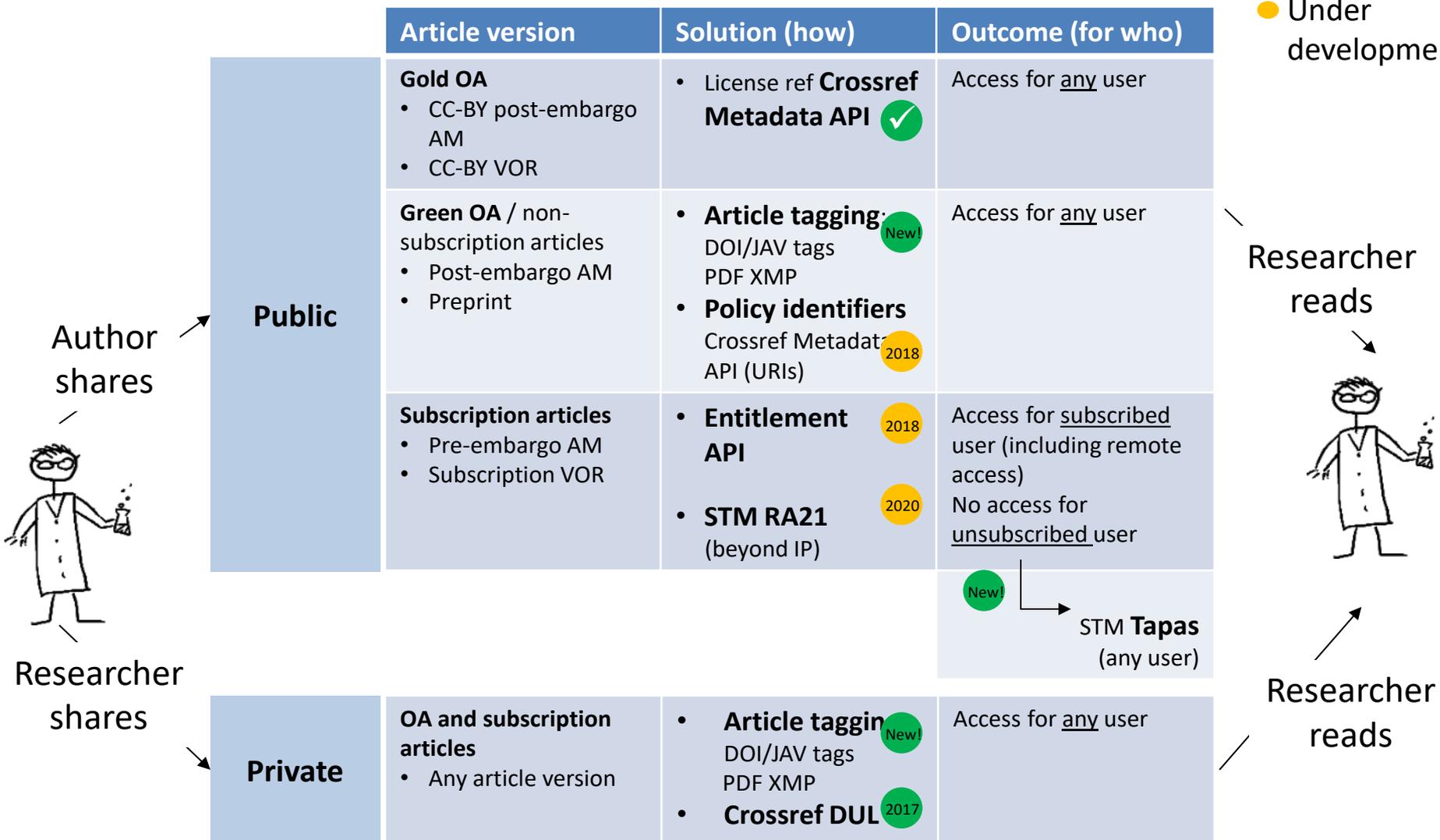
Combined, these initiatives
enable seamless sharing and
better access

Note: as 'access' & sharing
have multiple purposes and
forms, there is not a single 'fix-
it-all in one go' initiative

We can work with SCN's to solve these problems

● Available

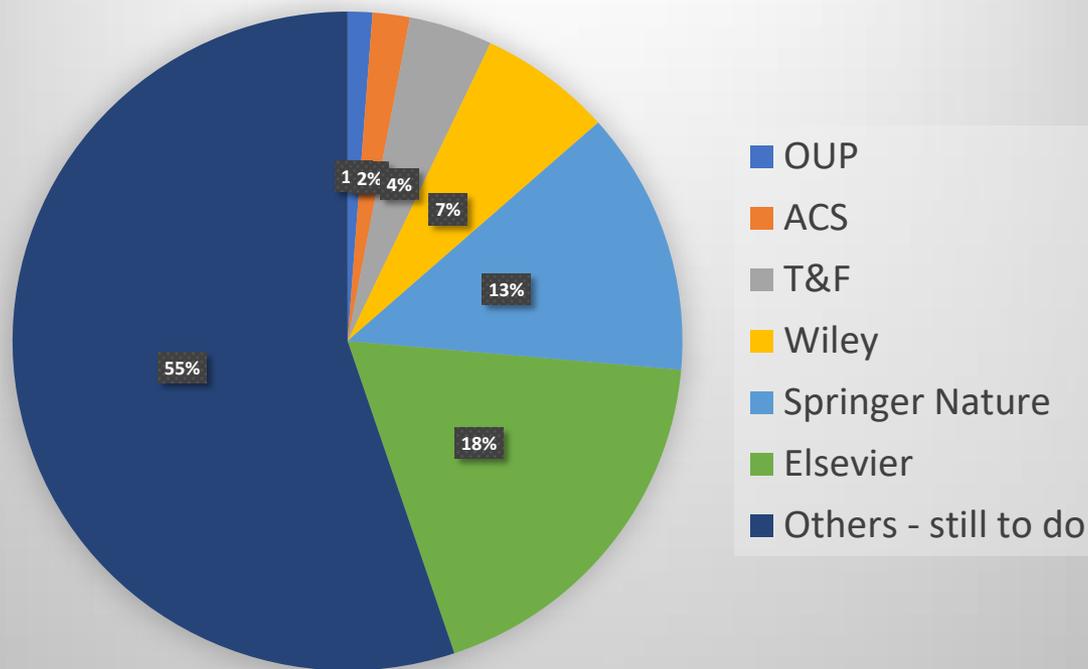
● Under development



1st example of a problem solved: “the SCN does not know what version is being shared”

45% of STM output now has machine readable ‘article type tags’ – what is stopping you?

Publishers tagging article types /
% of total STM article share



Article tagging pilot started last year

By now: typically one or both pdf versions are tagged now by 6 publishers:

-“VOR”: versions of records (including for example article in press)

-“AM”: author manuscripts

Using the JAV method schema = <http://www.niso.org/schemas/jav/1.0>

Example source code is available (courtesy ACS)

2nd example: how about usage?

Implementing these initiatives benefits researchers... and could also benefit publishers

Most publishers convey ‘value’ of the content using various metrics. One of those metrics is usually **article usage**

- What if we could count customer usage on 3rd party platforms in a counter compliant way?
- **DUL – or “Distributed Usage Logging”**; project coordinated by CrossRef
- In-line with latest Counter guidelines

An estimate of what DUL adds to Elsevier’s ScienceDirect platform usage based on just two example SCN’s shows that there is a lot to gain:

- Mendeley: an estimated **additional 4% to 5% usage** would be added
- SSRN: showing the VOR to entitled users would add an additional **1% usage**
- There are many more ‘friendly’ platforms where this could be measured (e.g. Endnote also allows for full text sharing): **+?% usage**
- ResearchGate and Academia: not yet – perhaps under pressure?

The key here is that it is not just about *any* usage but real behavior from highly engaged end-users that would otherwise go unnoticed

And it works... for example, Mendeley is expanding its support for sustainable, convenient, author upload and access to articles, in collaboration with STM publishers



Mendeley today

(Compliant) article sharing and access following STM voluntary principles AND implementing usage logging

Multiple researcher-focused, publisher neutral use cases

8 million registered users

Mendeley plans

Seamless access to full-text articles, complying with copyright, supporting publishers!

Remain publisher neutral

Continue user growth

Integrations with other platforms



Feed Library Suggest Stats Groups Datasets Careers Funding Search

3rd problem being solved: access for (un)entitled users

STM Tapas initiative

- Tapas: proposal to encourage researchers to **share content via links**, rather than sharing PDFs of the VOR
- Gives every user access to the **best available version of the full text**, depending on their subscription status and the individual publisher's policy
- Tapas offers publishers a set of agreed principles for link sharing, setting standards to be implemented by an open market of service providers.
- Sharing links are based on the DOI, and make use of existing infrastructure
- Offers a more open industry-wide approach to sharing that is under the management of publishers
- Publishers can support the large-scale aggregation of links on third party services
- Researchers are encouraged to return to publishers' platforms, maintaining relevance

Expanding on
experience built with:

SPRINGER NATURE
SharedIt

We can work with SCN's to solve these problems



Solution (how)

- Crossref Metadata API:
License information
- Article tagging:
DOI/JAV tags PDF XMP
- Crossref Metadata API :
Policy identifiers (URIs)
- Entitlement API
- STM RA21
- Crossref DUL
- TAPAS



Thank you!