

The missing link from the publishing cycle

Vee Rogacheva, UX designer

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UX and service design

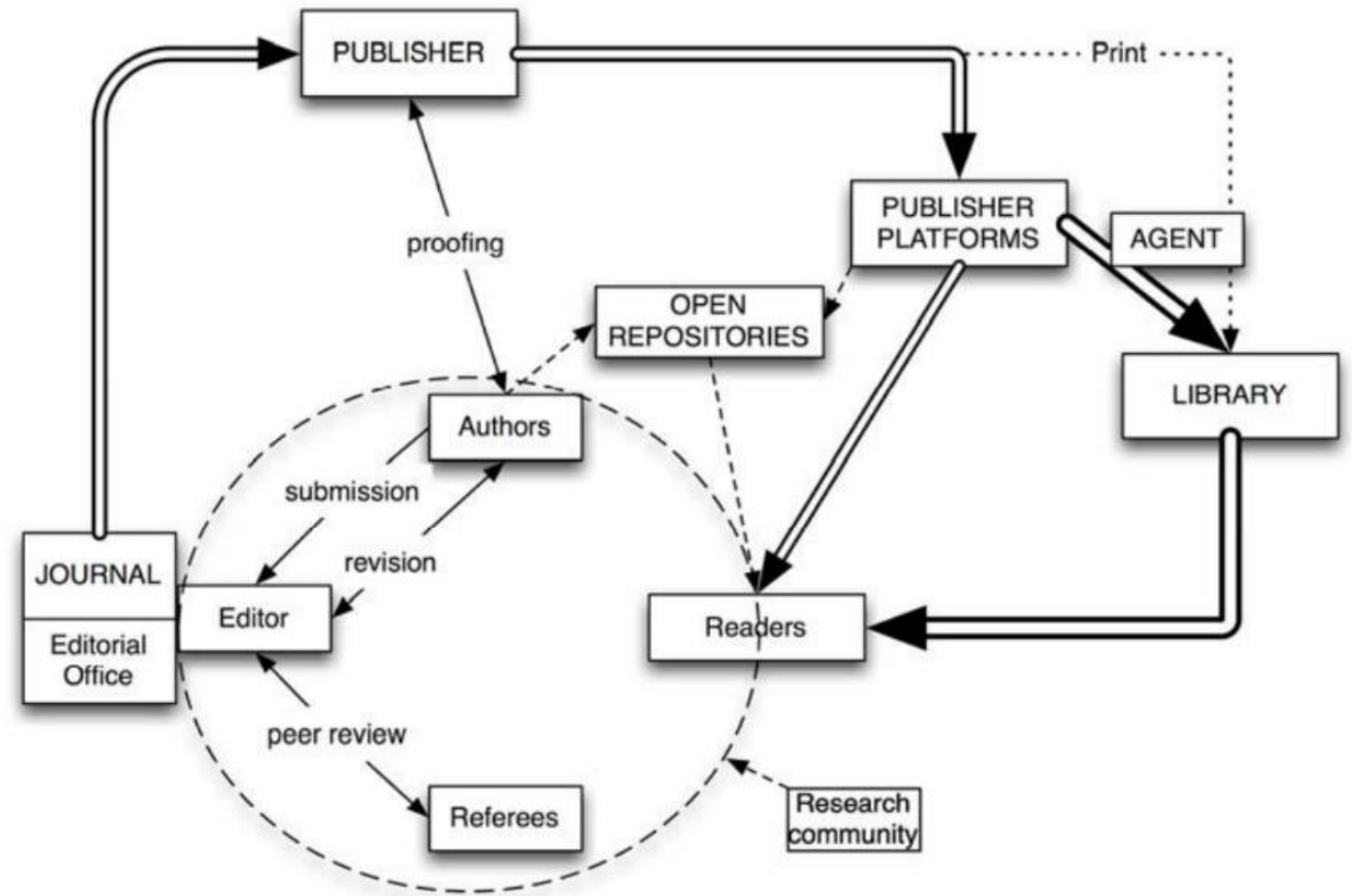


The publishing cycle

The publishing cycle

“Research, created by an author from a particular research community, passes through the journal editorial office of the author’s chosen journal to its journal publisher, subscribing institutional libraries before ending up back in the hands of the readers of that research community as a published paper in a journal.”

(STM, 2018)



**What do you think is missing
from the publishing cycle?**

**Sli.do
#UXUX**

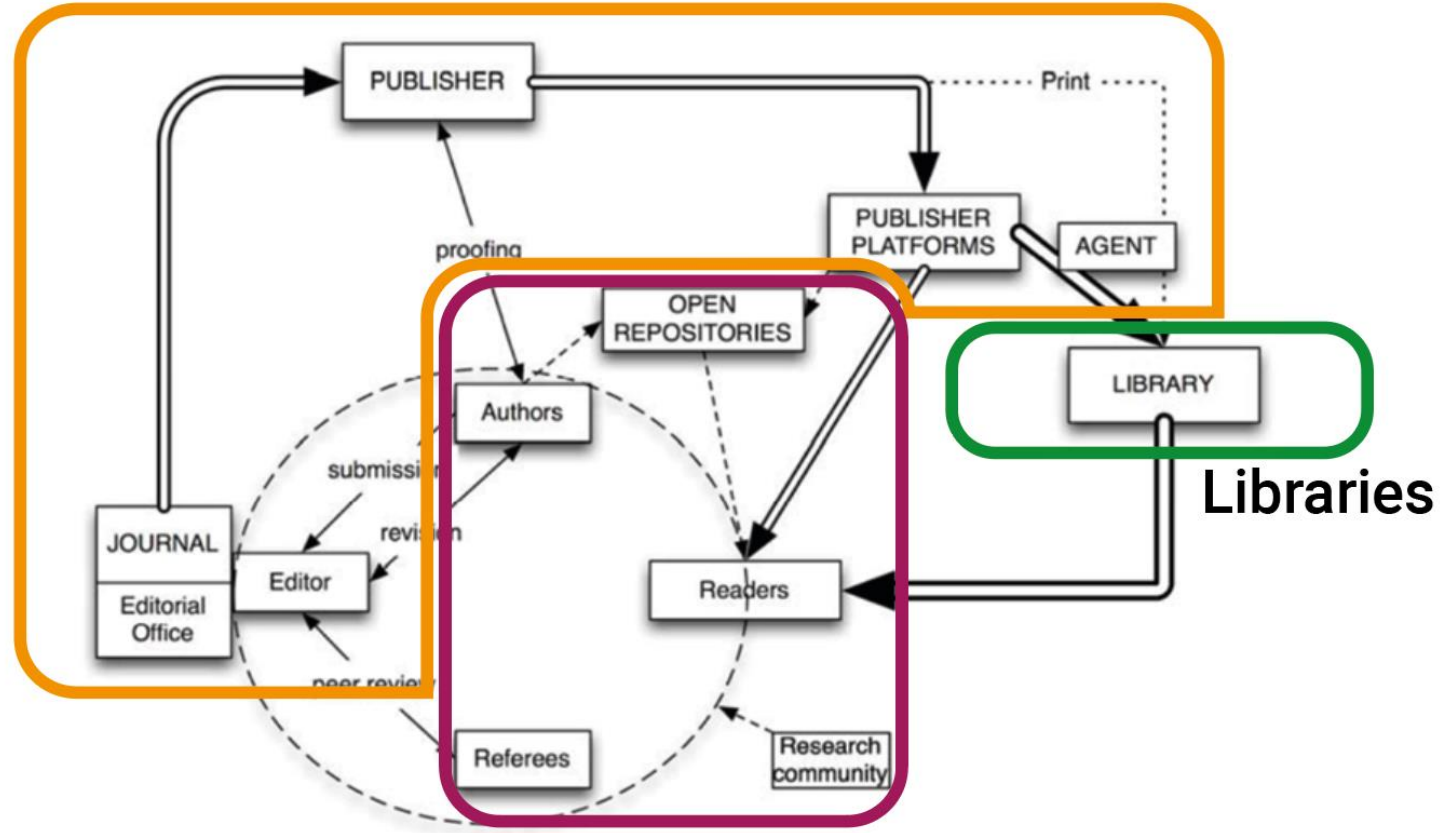
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The relationship between parties involved

Publishers



Researchers

Libraries

**Do you have more individual
or institutional users?**

**Sli.do
#UXUX**




The user experience


**Individual users
authenticate with
user name and
password**



Optimizing for individual users

Experiencing problems with IP authentication? Please [visit our help page](#).

emerald insight  Welcome Guest user [Reset Authentication](#)  [Register](#) [Login](#) 

Enter your search terms here  [Advanced search](#)

Trends in winter sport tourism: challenges for the future

Wiebke Unbehaun, Ulrike Pröbstl, Wolfgang Haider ▾

Tourism Review
ISSN: 1660-5373
Publication date: 11 April 2008


Abstract

Purpose

The purpose of this paper is to survey climate change impacts on winter sport tourists' activity and destination choice, to estimate shifts in customer demand and to provide



Optimize for individual users

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[The American Ec...](#) / [Vol. 82, No. 1...](#) / [Some Economics ...](#)

 **JOURNAL ARTICLE**
Some Economics of Global Warming 

Thomas C. Schelling
The American Economic Review
Vol. 82, No. 1 (Mar., 1992), pp. 1-14

Published by: [American Economic Association](#)
<https://www.jstor.org/stable/2117599>
Page Count: 16

Topics: [Carbon dioxide emissions](#), [Carbon dioxide](#), [Global warming](#), [Carbon taxes](#), [Gross national product](#), [Climate models](#), [Cost estimates](#), [Economic costs](#), [Ocean currents](#)

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Viewing page [unnumbered] of pages 1-14

PREVIEW

Optimize for individual user

The image shows a screenshot of the ScienceDirect website interface. At the top left is the ScienceDirect logo. The top right navigation bar includes 'Journals & Books', a search icon, a help icon, and buttons for 'Create account' and 'Sign in'. A large red arrow points to the 'Sign in' button. Below the navigation bar are options for 'Download PDF', 'Share', and 'Export', along with a search box labeled 'Search ScienceDirect' and an 'Advanced' search option.

The main content area displays an article from 'Climate Services' (Volume 7, August 2017, Pages 31-46) titled 'Impacts of +2 °C global warming on winter tourism demand in Europe'. The authors listed are Andrea Damm, Wouter Greuell, Oskar Landgren, and Franz Prettenhaler. The article includes an abstract, keywords, and a 'Highlights' section with three bullet points:

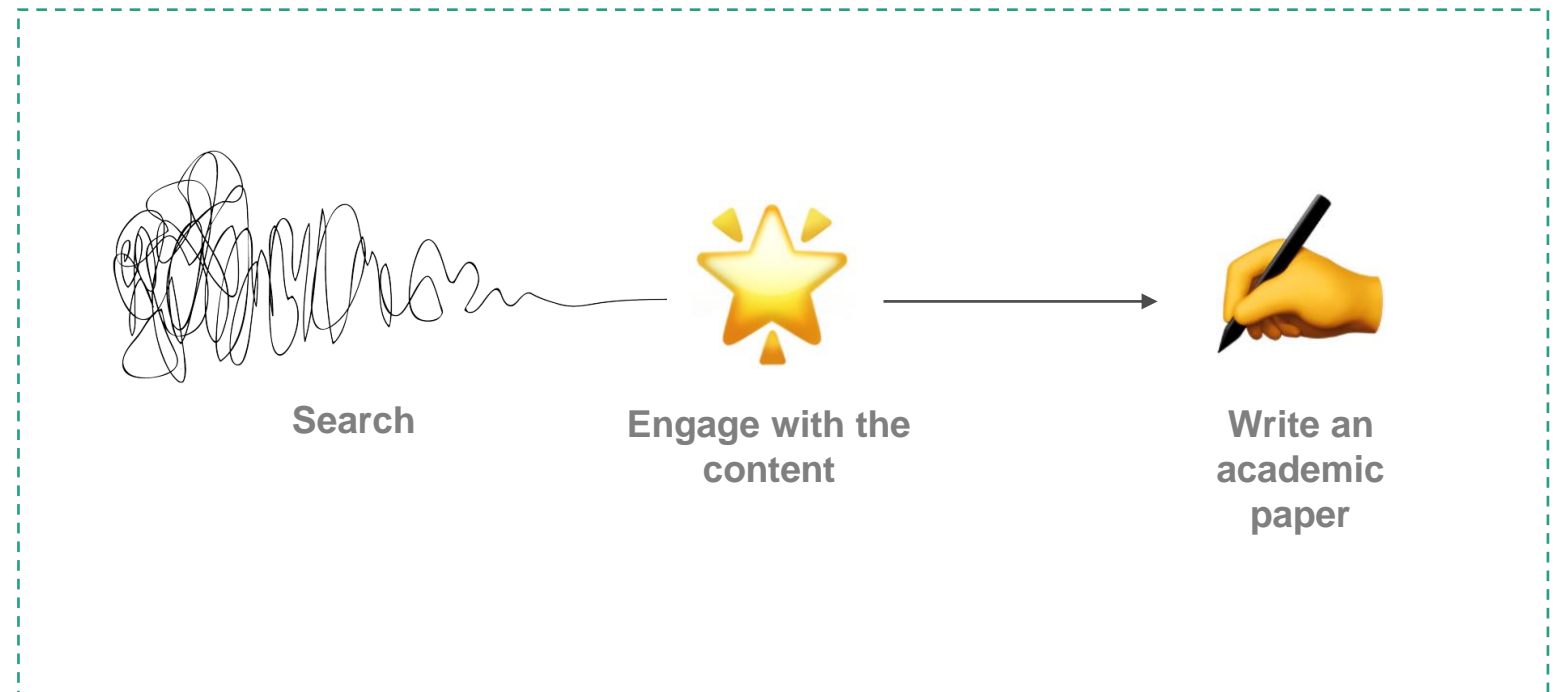
- Under a 2 °C global warming the risk of losses in winter tourism demand increases.
- Austria and Italy are most affected.
- Changes in the median carry more weight than changes in the variability.

On the left side, there is an 'Outline' section with links to 'Highlights', 'Abstract', 'Keywords', and numbered sections (1-4), as well as 'Acknowledgements', 'Appendix A', and 'References'. Below the outline is a 'Figures (9)' section showing several small thumbnail images of charts and maps.

Overlaid on the right side of the article is a modal window titled 'ELSEVIER Welcome'. The modal prompts the user to 'Enter your email to continue with ScienceDirect' and features an 'Email' input field and a blue 'Continue' button. At the bottom of the modal, it states: 'You can also sign in via your institution, organization or Athens.' A close button (X) is located in the top right corner of the modal.

Institutional access in the library or on- site the institution

IP authentication



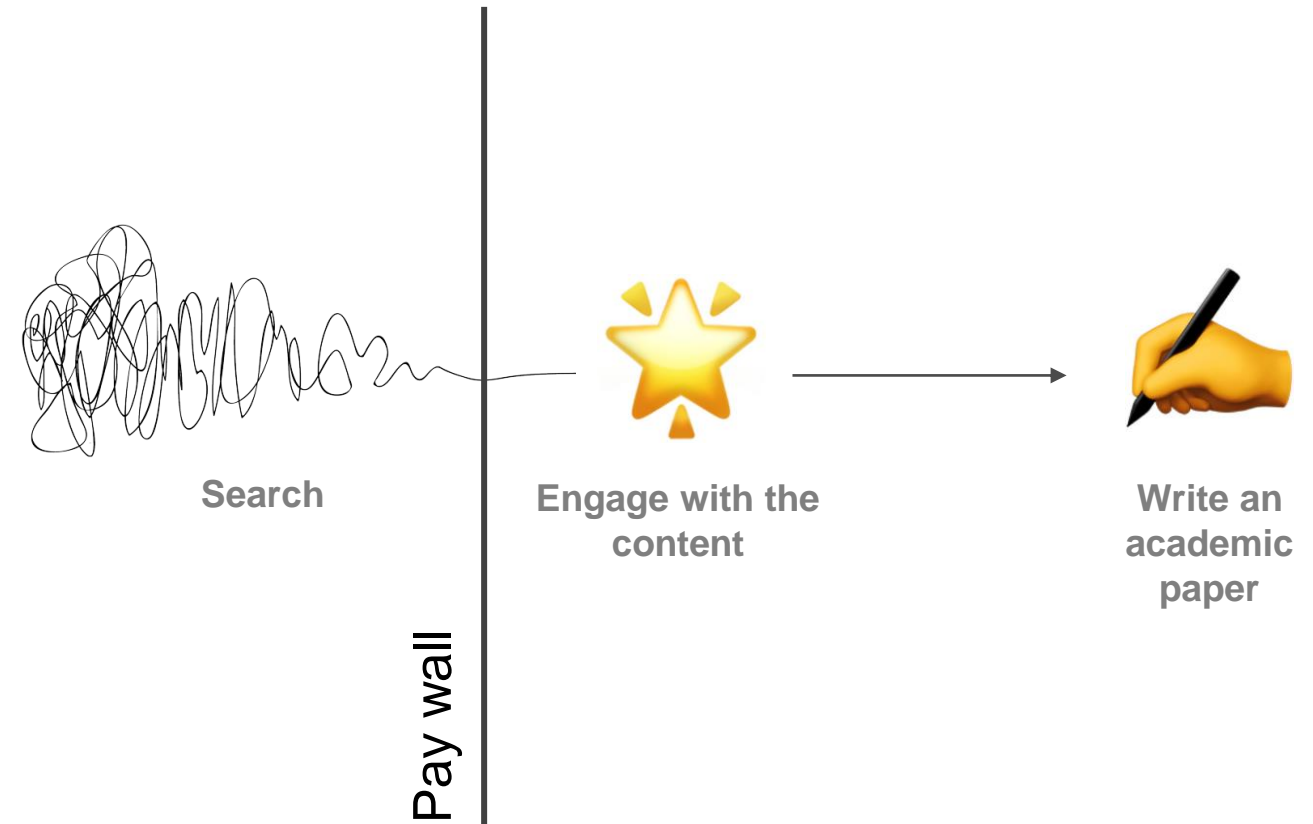
~~192.168.1.39~~

2001:cdba:0000:0000:0000:0000:3257:9652

**“...58% of the IP ranges held by publishers
to authenticate libraries who license their content
are inaccurate”**



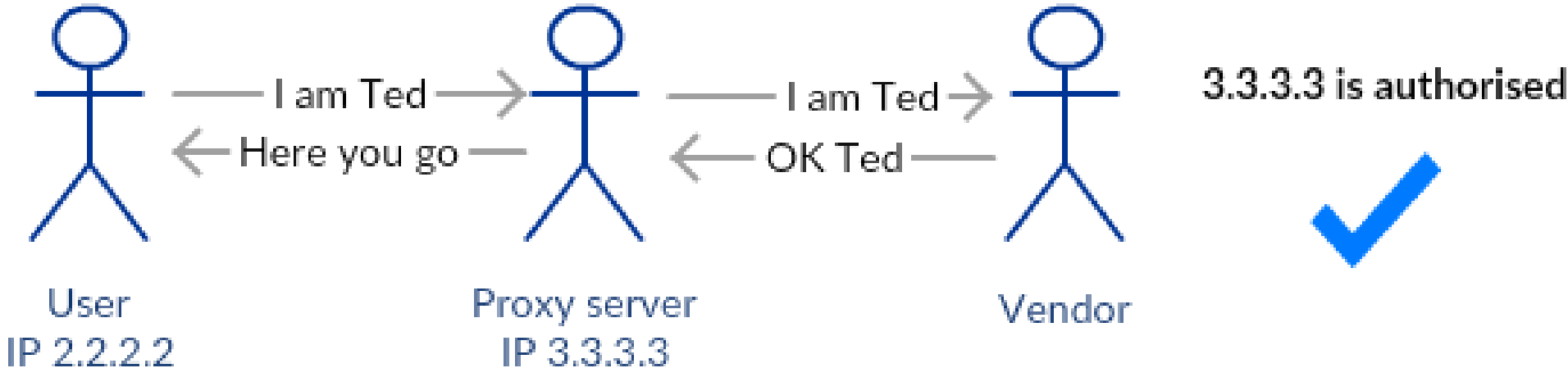
Institutional access off-site



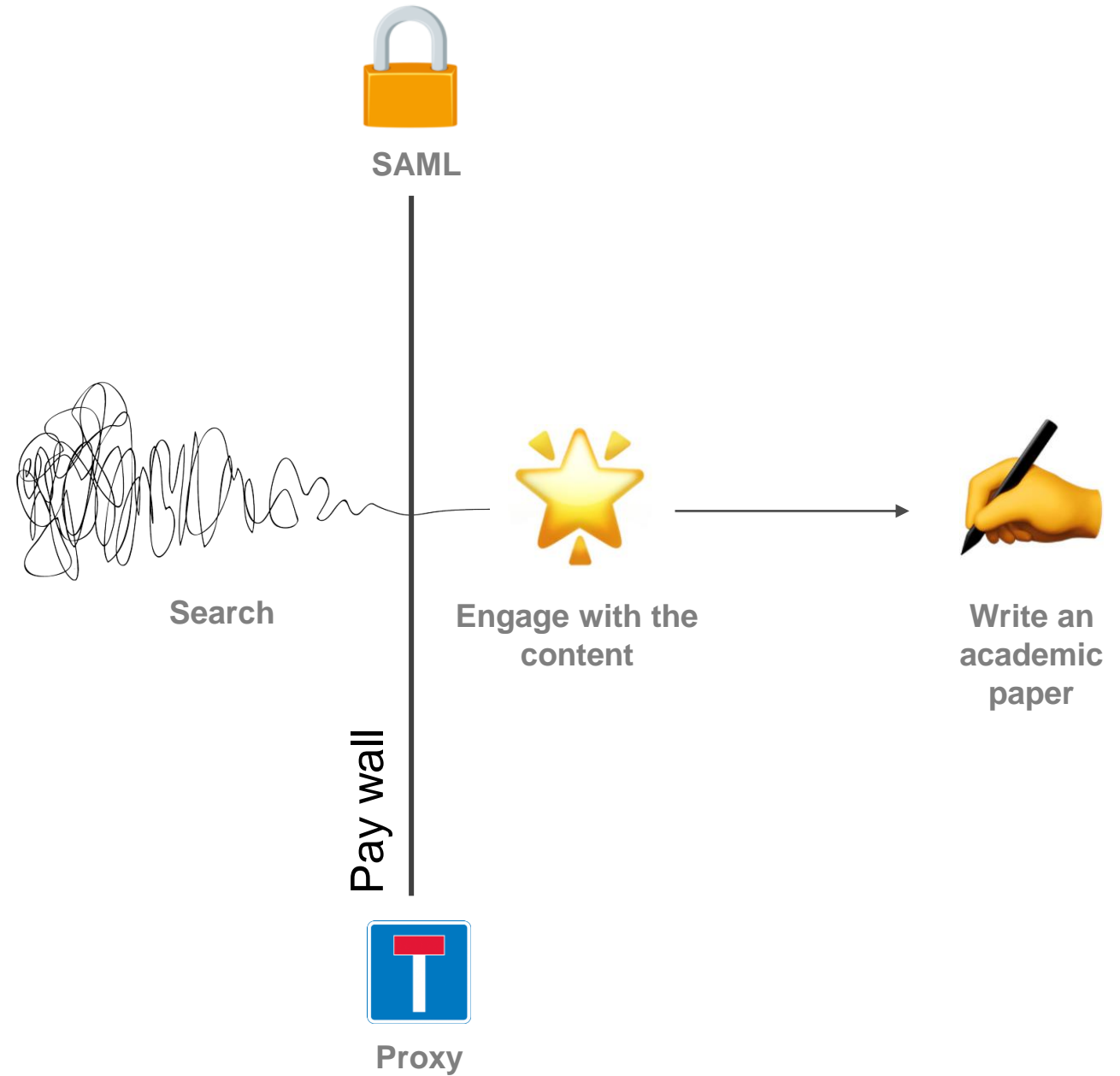
**The publishing business
model depends on
access control**



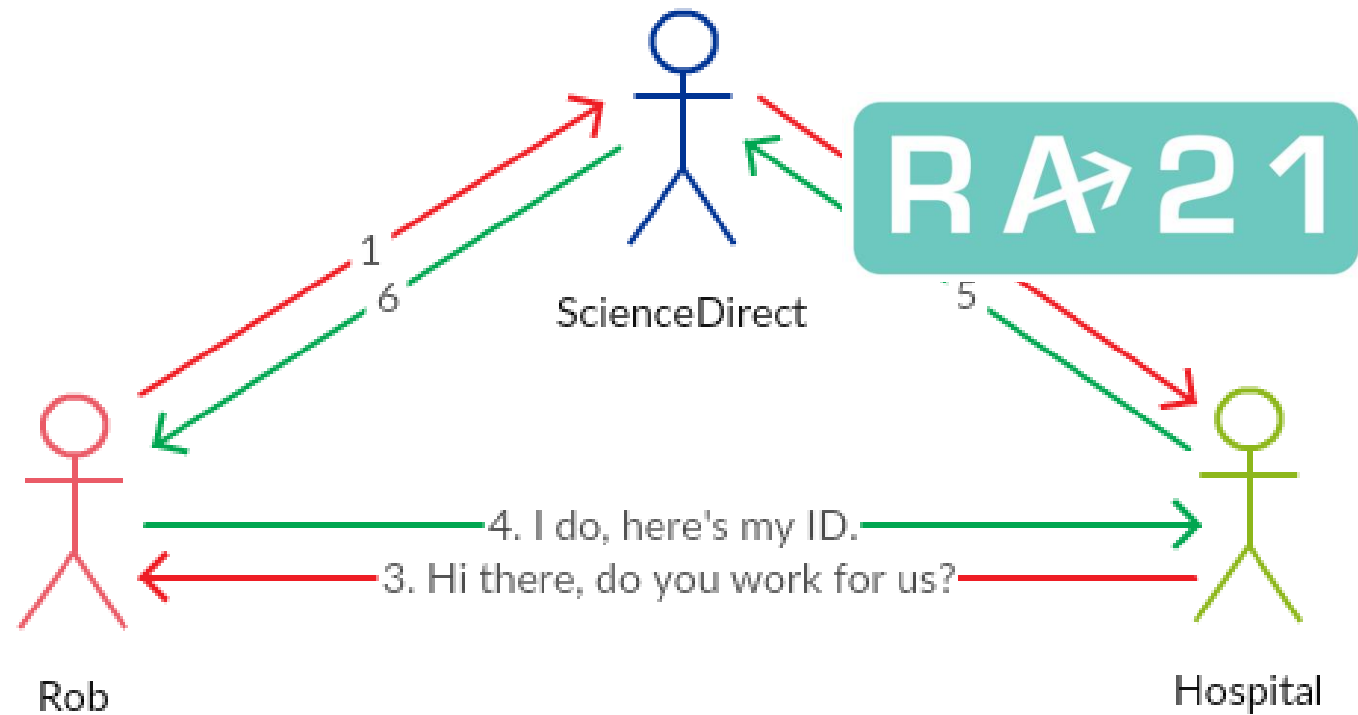
Library proxy



Accessing content off-site



SALM



1. I want to read this article about stem cells. I'm from the **Hospital**.
2. **Hospital**, do you know this guy?
3. Hi there, do you work for us?
4. I do, here's my ID.
5. Ah yeah, that's **Rob**. He works for us.
6. Hi **Rob**, nice to meet you! Please proceed to read the article.



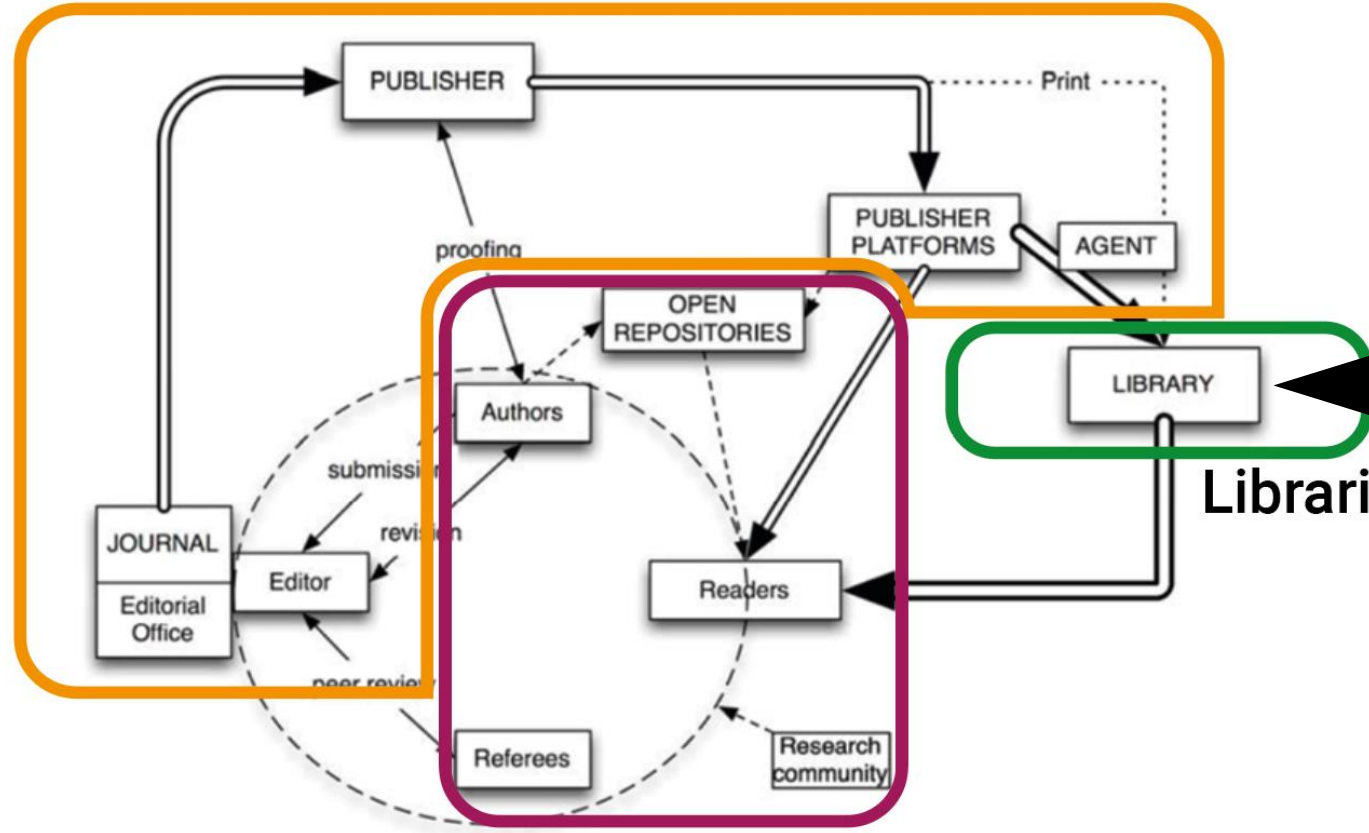
Why is IP authentication so popular?

Disadvantages of IP and Proxy

- Unsecure
- Unstable
- Prone to error
- Assumes user journey starts at the library portal

Investing in Proxy

Publishers



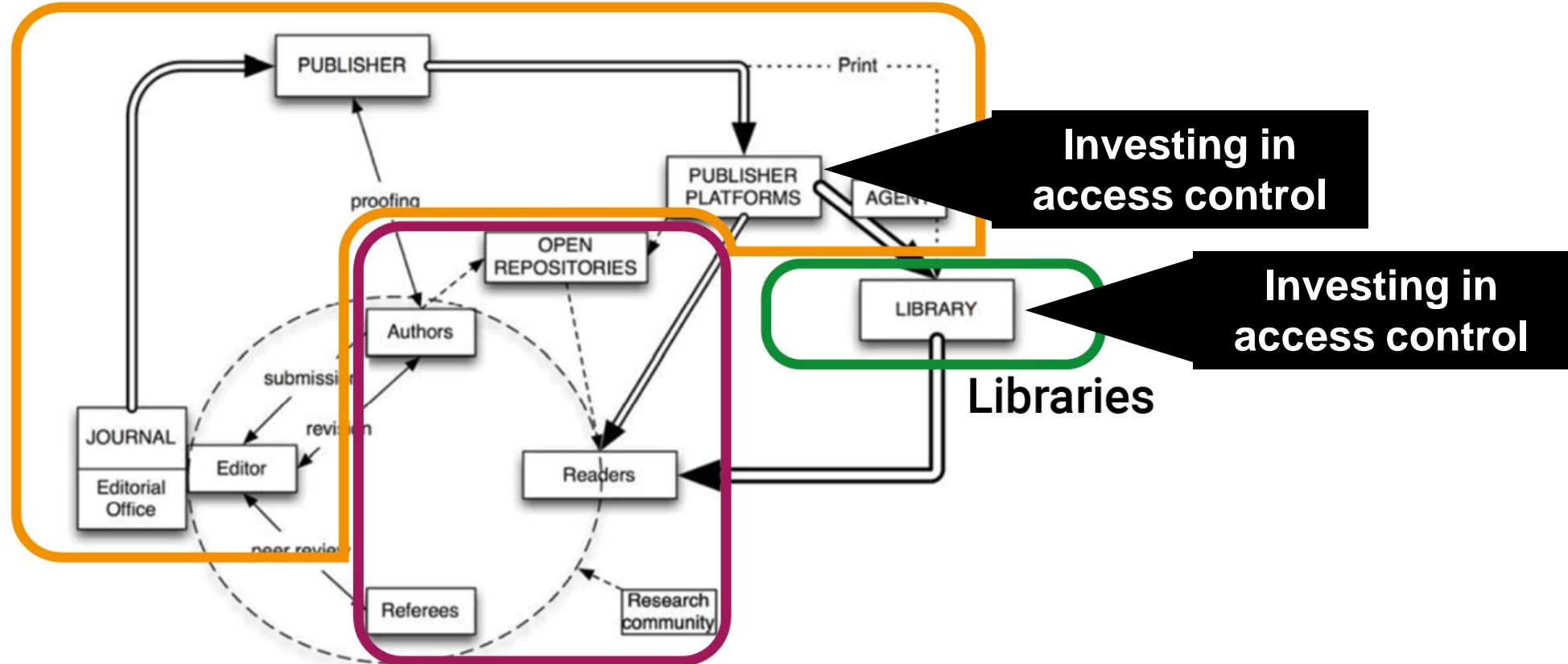
Investing in access control

Libraries

Researchers

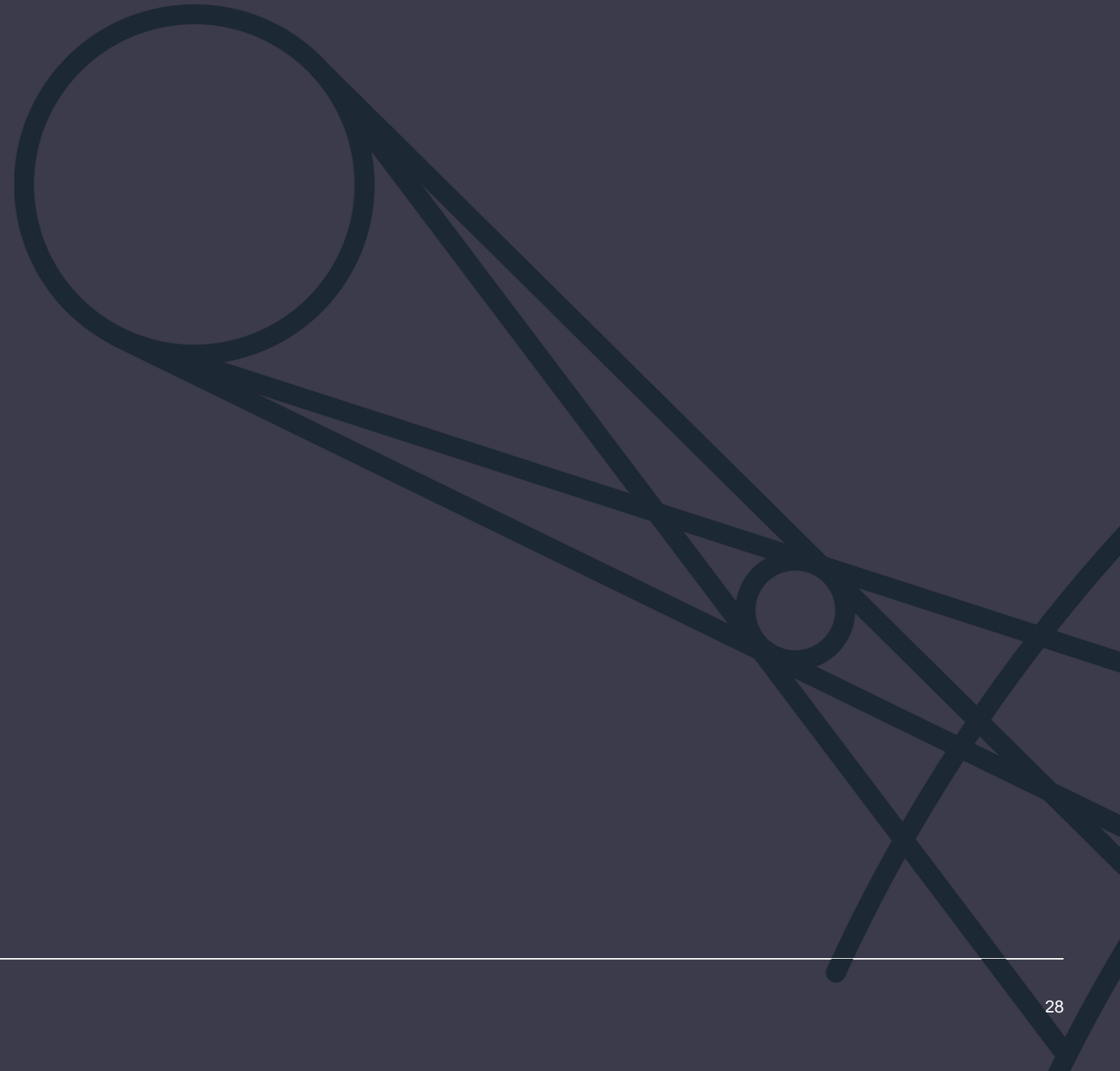
Investing in SAML authentication

Publishers

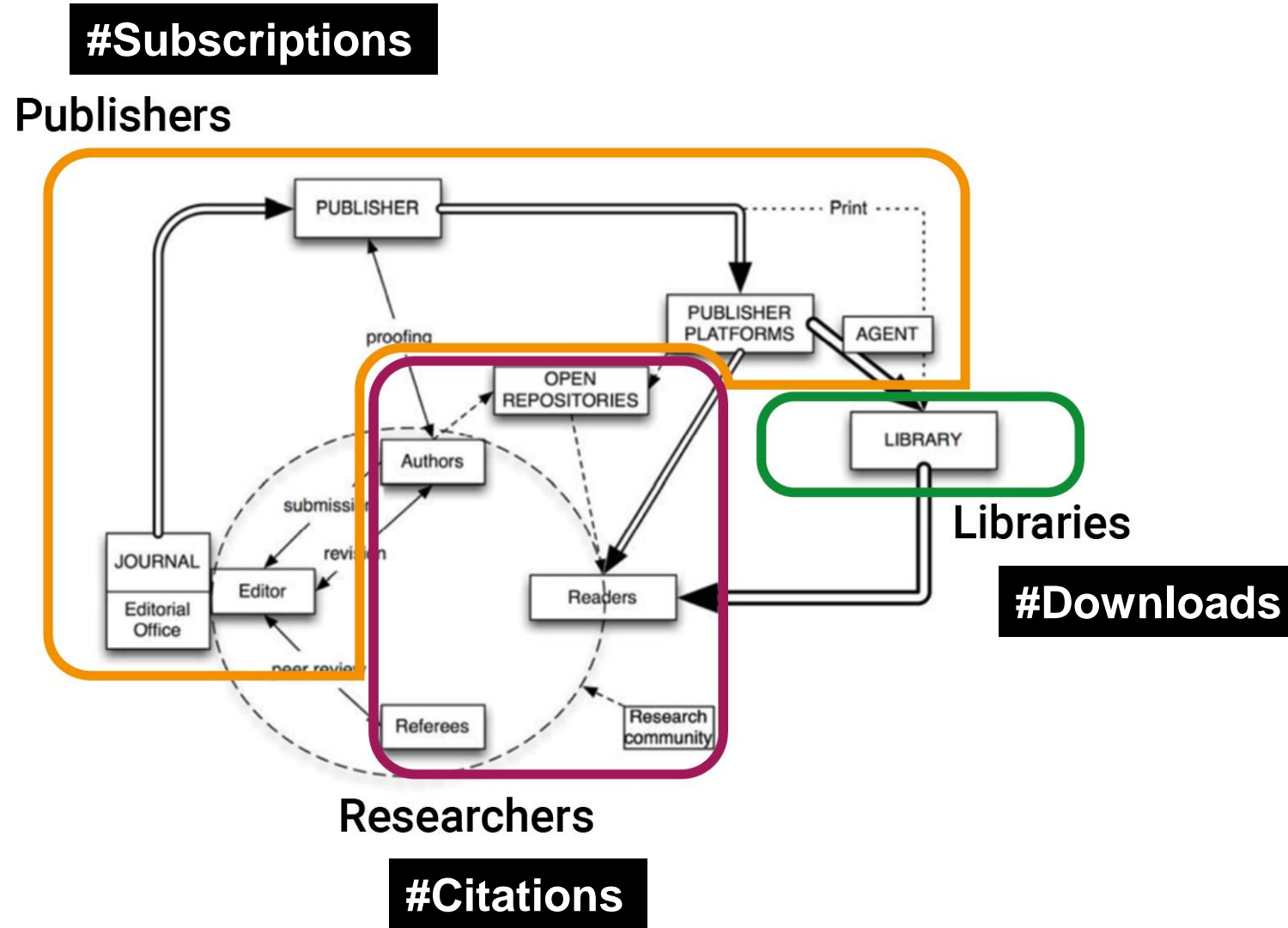


Researchers

How is success measured?



Measures of success



Impact of poor access on measures of success

Libraries

#Downloads

- User complaints
- Trouble shooting resource
- Disengagement with the library
- Budget pressure

Researchers

#Citations

- Research funding may depend on it

Publishers

#Subscriptions

- Increased negotiating pressure
- Loosing customers
- Piracy



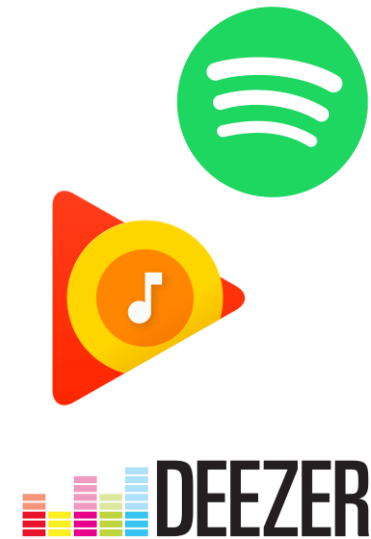
Disrupting the industry by improving access

Examples from other industries

Music industry



Go to the opera



Listen music
anytime anywhere

Examples from other industries

Film industry



Go to the cinema

NETFLIX

 **YouTube**

prime video


Watch movies
anytime anywhere

Disrupting publishing

**Publishing
industry**



Go to the library



Research anytime
anywhere

The pirates

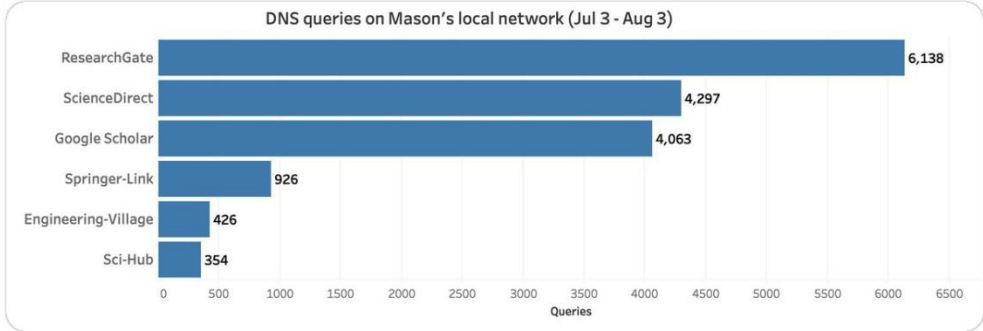


Dan Cohen ✓

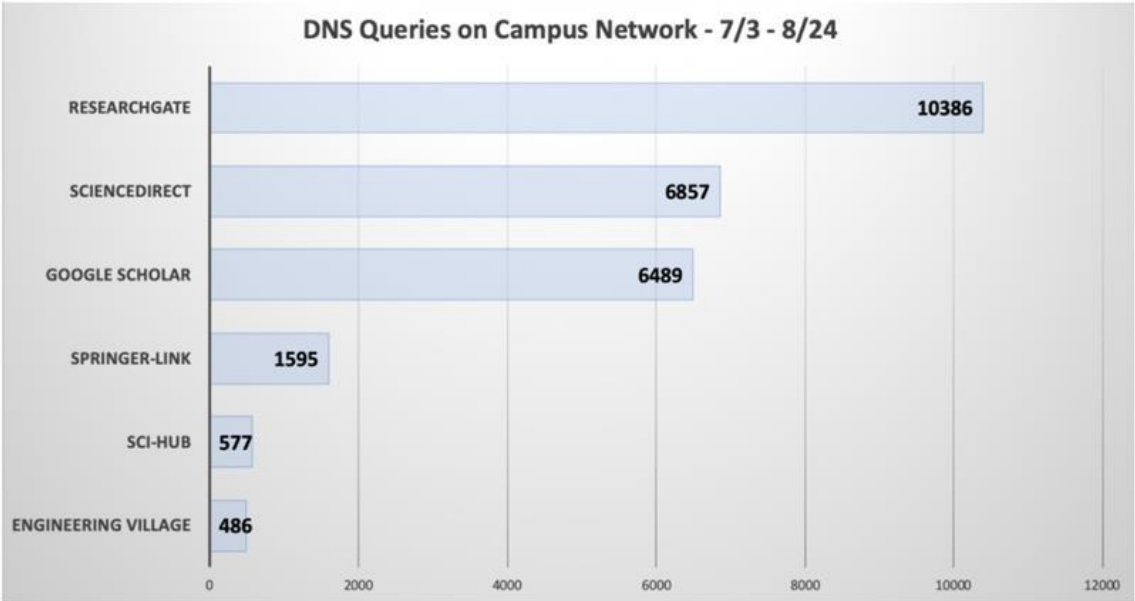
@dancohen

Follow

In case you're wondering how scholars access articles at a large research university, here's a full month's worth of data from Wally Grotophorst at George Mason (spoiler: ResearchGate + Google Scholar = 30x the traffic Sci-Hub gets) inodeblog.com/?p=1815



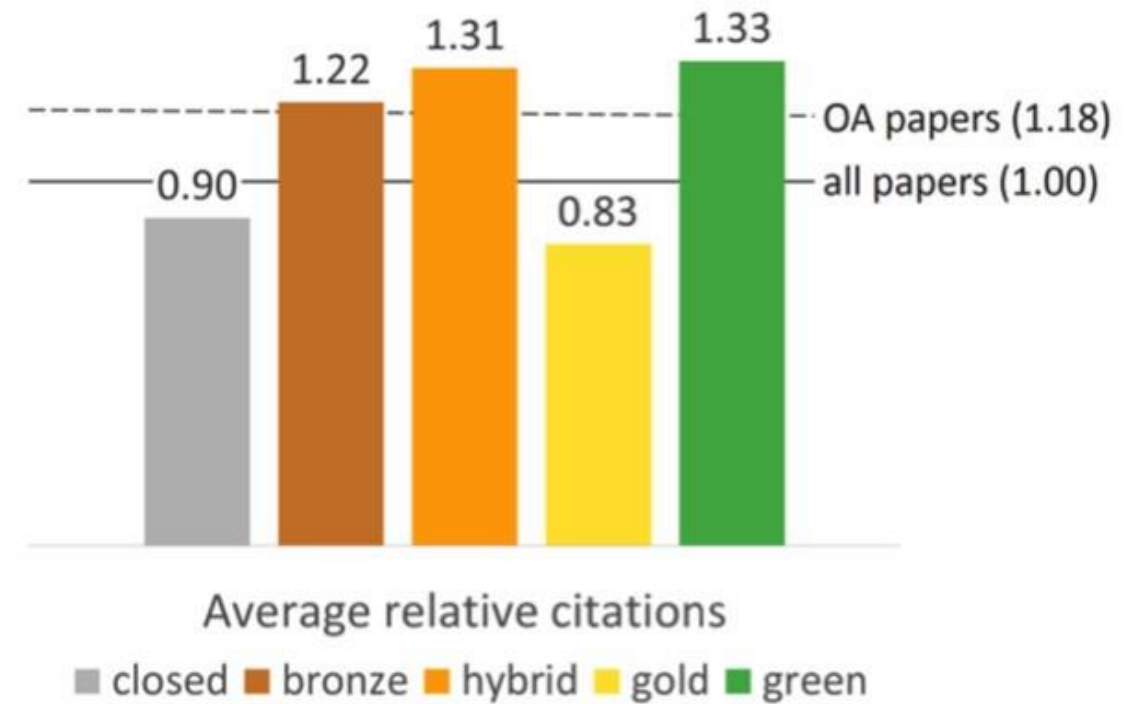
6:11 AM - 13 Aug 2019



Open access

*“Papers hidden behind a paywall were cited **10% below world average** (ARC = 0.90), while those that are freely available obtain, on average, 18% more citations than what is expected.”*

[Piwowar, H. et al \(2018\)](#)

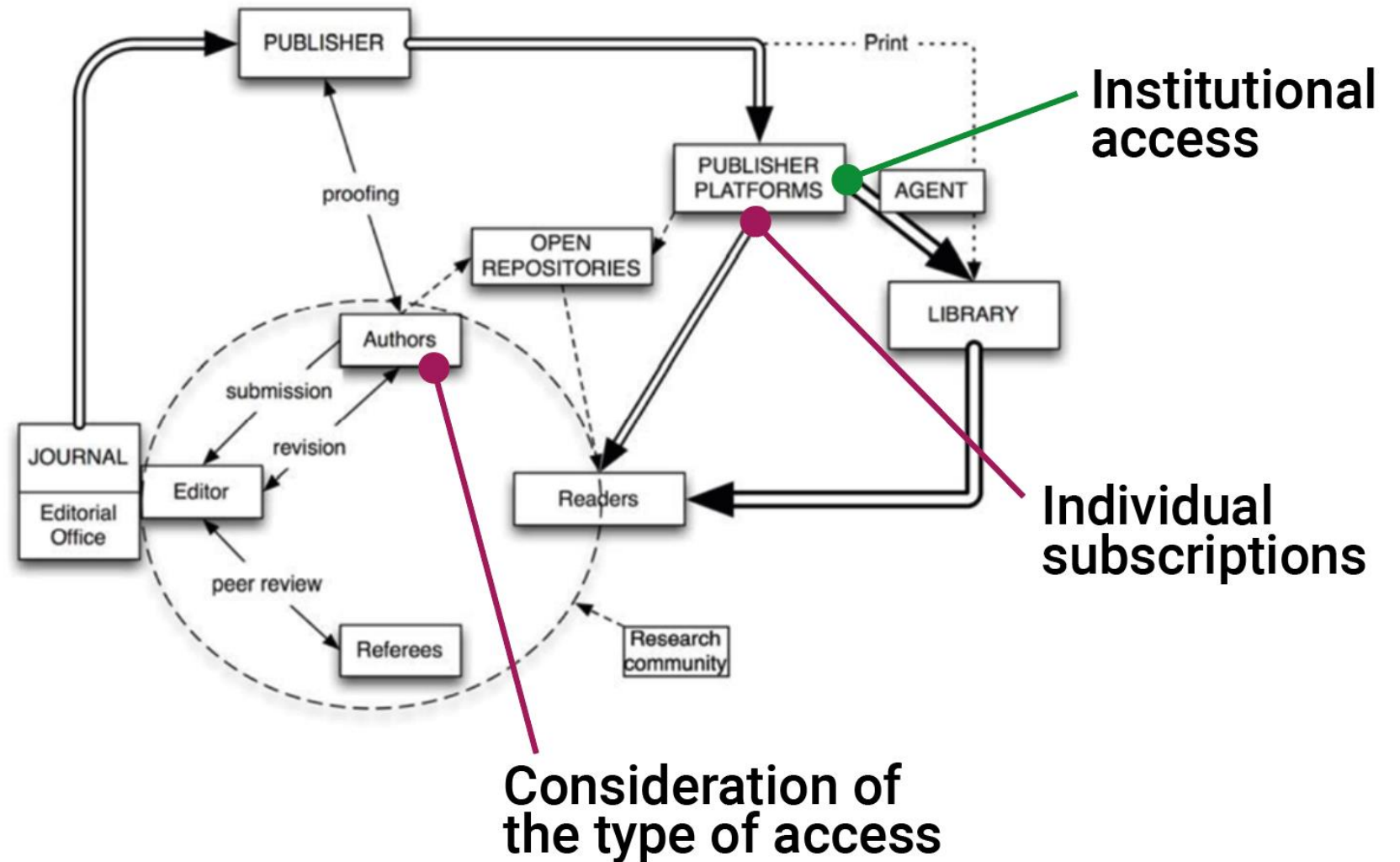




How might we improve the publishing cycle

Adding access to the publishing cycle

- Captures the experience better
- Invites innovation
- Improves decision making and prioritization
- Easier to make a case for investment





**Access remains the
missing link on the
publishing cycle**

Any questions?



Thank you

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Lauren.ipsum@openathens.net