

Programme

• *Library-based Publishing*

What Do They Want Anyway?

Understanding the needs of scholars in a contemporary publishing environment

Dr Maria Bonni

- Senior Lecturer, University of Illinois Urbana-Champaign



The "Publishing Without Walls" project at the University of Illinois Urbana-Champaign is in its third year. The development of library-based publishing capacity is informed by a research effort led by the School of Information Sciences at UIUC, surveying academics about their publishing experiences and aspirations, and interviewing a number of those scholars in greater depth. This session will provide an overview and some insight into what that research effort has learned about scholars' goals in publishing, and how well those goals are met by both established and innovative ways of publishing.

Publishing at the LSE

Academic-led, library-supported publishing at the London School of Economics and Political Science

Lucy Lambie

- Scholarly Communications Officer, LSE



In 2017, the London School of Economics and Political Science began research into establishing a library press for the university. The research included interviews with LSE researchers and with library presses in the UK and USA. As a result, the library will launch the LSE Press this year, supporting academic-led publishing and innovative publishing formats. This presentation will describe the project so far, how it fits into a wider shift in publishing towards academics and institutions, and highlight the areas in which the library is well positioned to launch the Press, as well as challenges where outside support and collaboration are welcome.



**Researcher
to Reader** 26 & 27
February
2018





Publishing Without Walls

What Do They Want Anyway? Understanding the Needs of Scholars in A Contemporary Publishing Environment

Maria Bonn

University of Illinois Urbana
Champaign

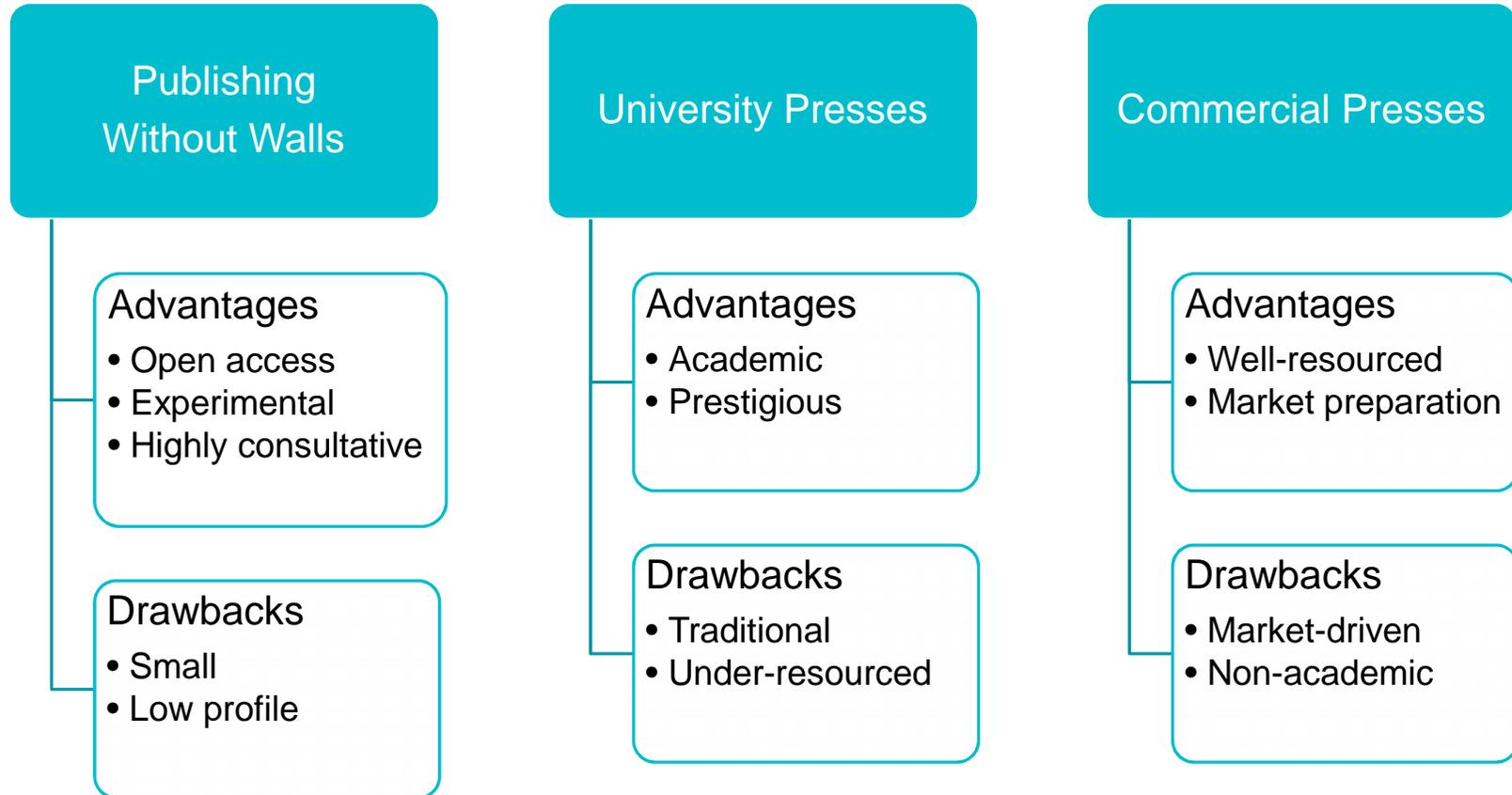
February 26, 2018, Researcher To Reader

Project Overview

***A library based digital publishing initiative
from the University of Illinois at Urbana
Champaign***

- Partnership between
 - University Library
 - School of Information Sciences
 - Illinois Program for Research in the Humanities
 - Department of African American Studies
- Funded by Andrew W. Mellon Foundation
- \$1M over four years (2015-2019)

Digital Scholarly Publishing Ecosystem



When access as a value of scholarship is foregrounded in publishing, libraries emerge as “natural and efficient loci for scholarly publication” (Courant and Jones, 2015).

Objectives

- Build capacity for participation in innovative publishing initiatives
- Conduct research and assessment of how both established and emerging technologies align with the expressed needs of participating scholars
- Create a new model for the conceptual development of scholarly communication

A time of proliferation of publishing choices

- Medium/Media
- Method
- Partners



. . . Because digital, because network,
because business and service response

Goals will inform publishing choices,
so we ask our scholars to . . .

Be clear on their goals:

- Visibility, increased reach – geographic and audience
- Impact on discipline/field
- Promotion and tenure, or at least a respectable line on the CV
- Exploiting alternatives to linear, textual narrative
- Being done with it, get it “out there” quickly
- Making an intervention in the political economy of scholarly communication
- An opportunity for professional editing
- Making enough money to get a new car
- Impressing Mom

Research Goals

Understanding...

1. Current publishing practice
2. How scholars consume publications
3. Scholars' personal, professional, and community objectives for publishing
4. Scholars' perceptions of and requirements for publishing tools and platforms
5. Scholars' perceptions of and requirements for publishing services and support

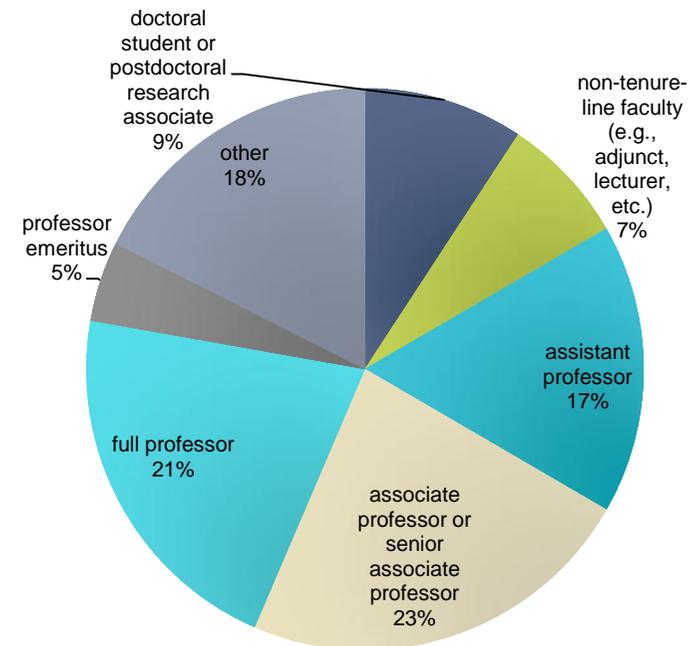
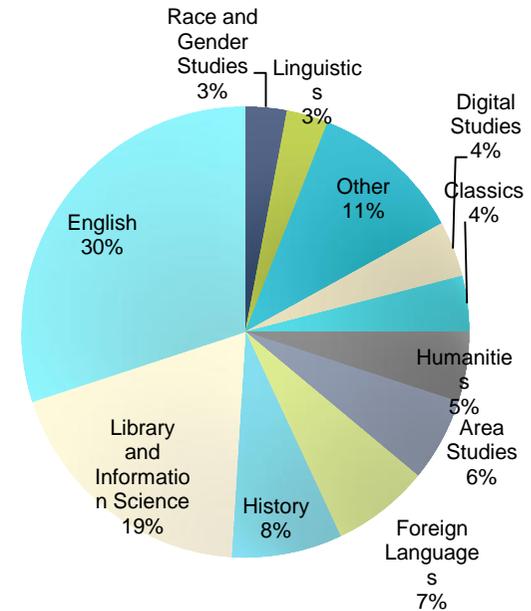
Research Methods

- Interviews
- Focus Groups
- Surveys



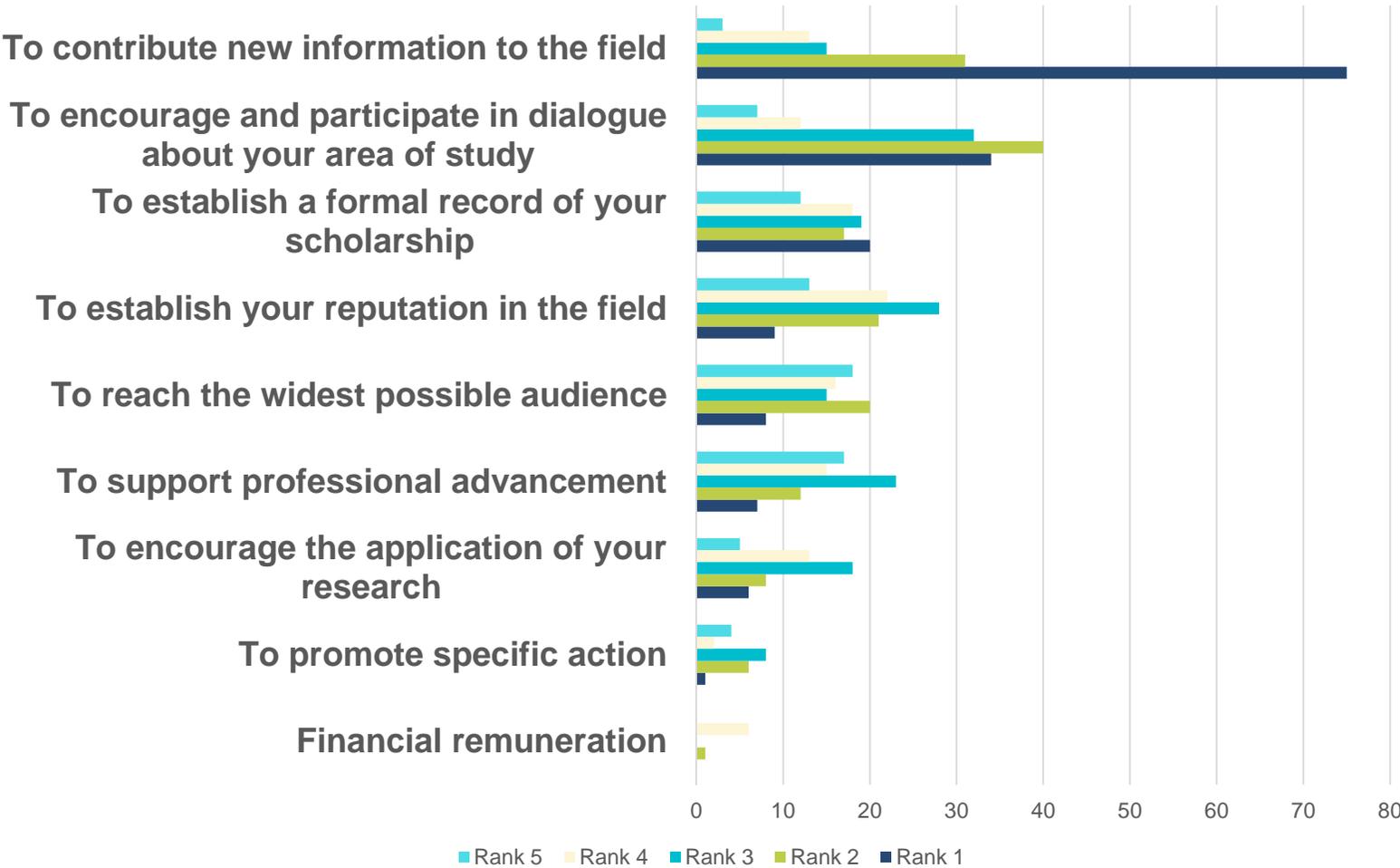
A national survey

- 30 questions, 6 themes
 1. Experience with print and digital publishing
 2. Publishing objectives
 3. Digital tools and platforms
 4. Services and support
 5. Readers' perspective
 6. Attitudes toward digital publishing
- Open June-October 2016
- 250 responses
- 119 respondents provided demographic information



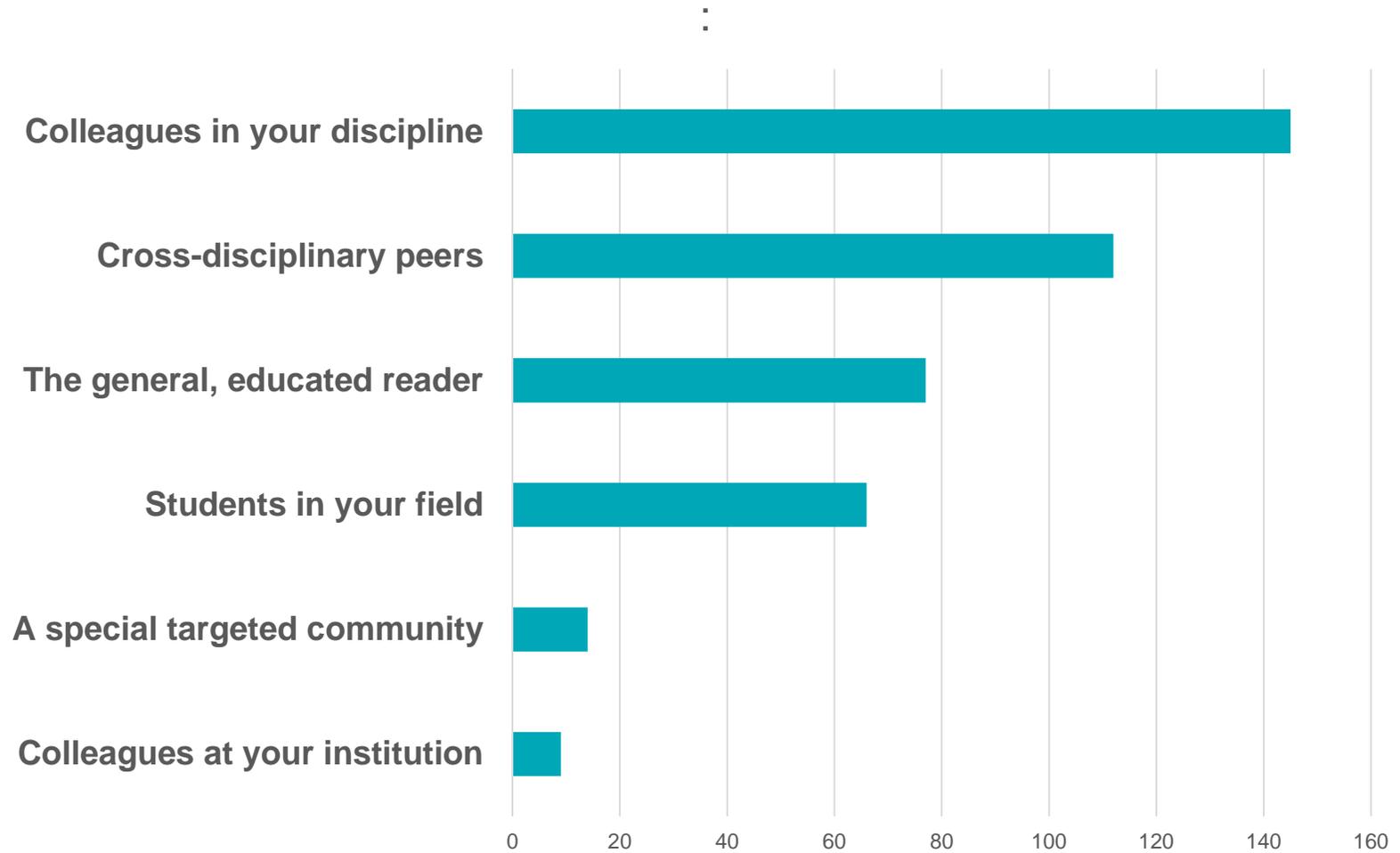


What are your primary goals for publishing?



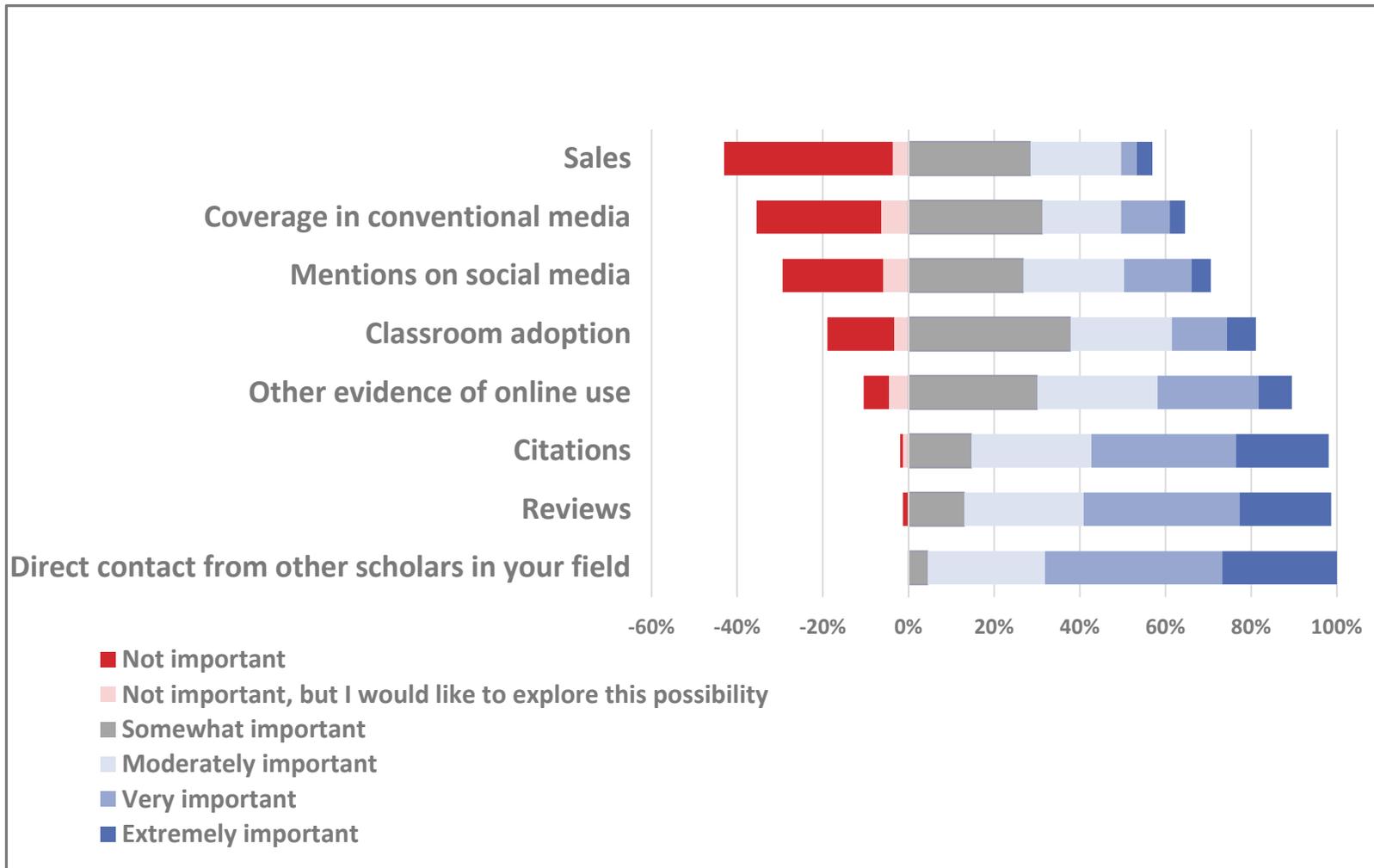


The audiences you most wish to reach with your scholarship are:





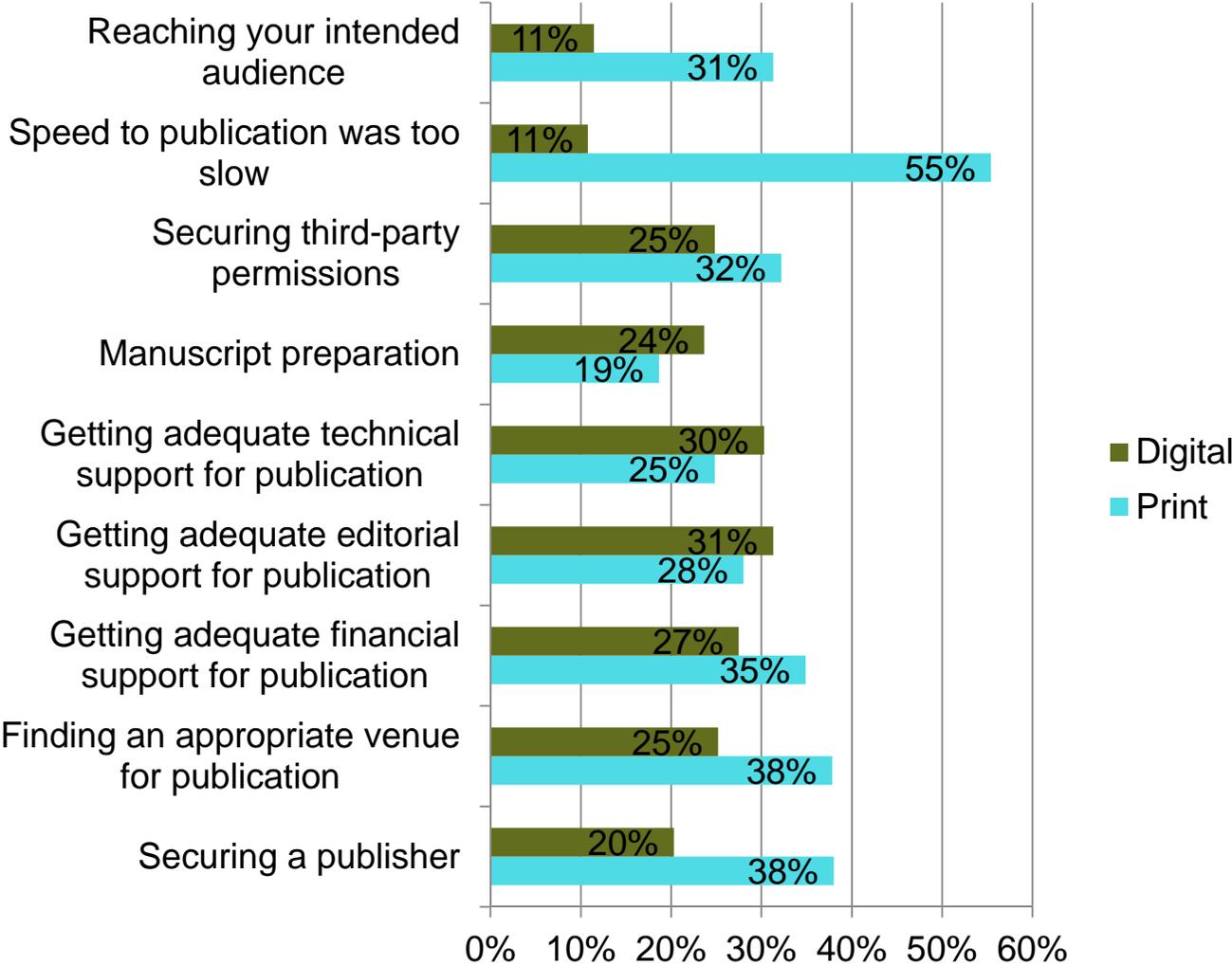
When you consider whether a publication has met your goals, how important are these indicators?





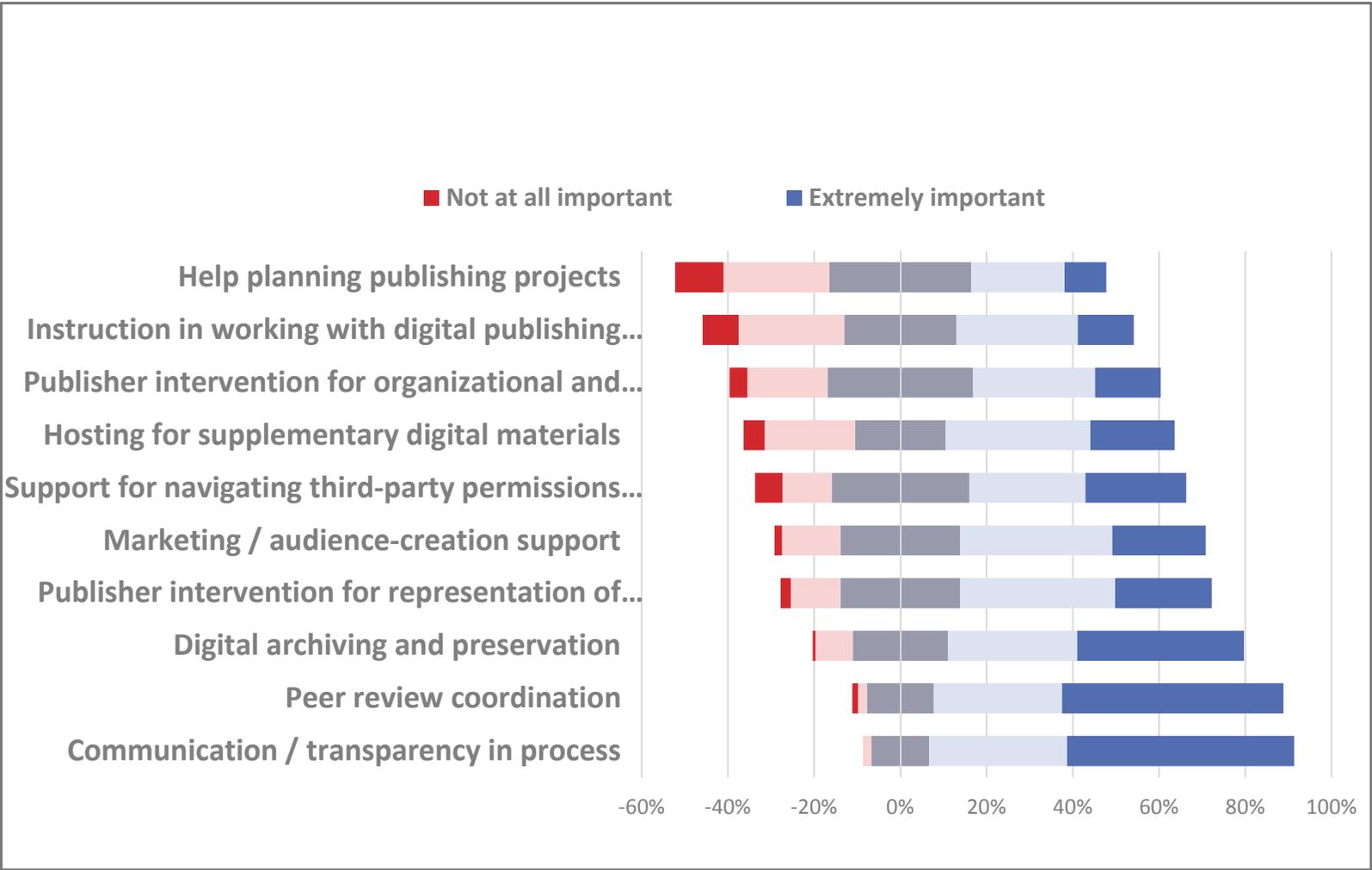
Survey responses: Challenges

Top Challenges for Print and Digital Publishing



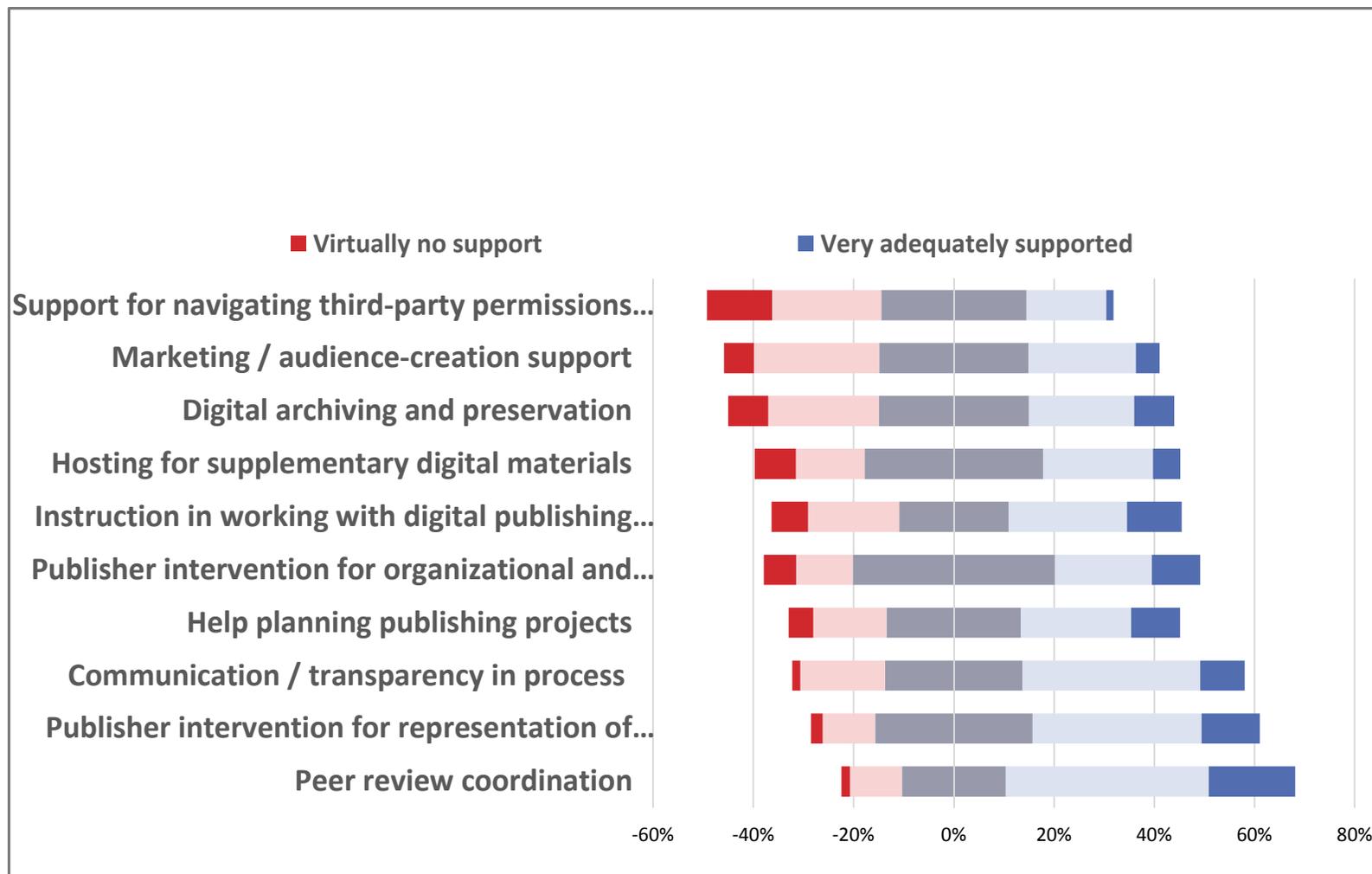


When publishing, which of the following services and forms of support are important to you?





Of those services you consider important, how adequate is available support?



In brief:

- Print publishing is Too Slow
- Digital publishing needs a lot of editorial and technical support
- Financial remuneration doesn't matter much. Neither do institutional colle
- Reputation and attention in the field matter a whole lot.
- Scholars want to know about what's going on behind the curtain.
- Most people think they are more accepting of change than their peers.

PW
W

And now we're asking more questions

. . .

"so what's great about this digital possibility is that you can publish something that's highly visual. You can mix your textual exposition... with the visual evidence in a kind of interactive way and let people explore the evidence themselves."

"I can't imagine we can immediately build something that has all the advantages of the traditional paper plus all the things I just mentioned right off the bat. It would be better than some things, worse than others. So it would take a fair degree of experimentation to get from here to there"

We ask things like . . .

1. What are your scholarly goals for your project? What impact would you like it to have ,either in your discipline or in the broader public arena?
2. Do you have other professional goals to which you see this work contributing?
3. What kind of information will help you to determine whether you have accomplished these scholarly and professional goals once your results are published?
4. At this time, do you have any plans for sharing the results of your work, either in progress or in final form? If so, how do you plan on doing so? Can you talk about ideal or desired times to publication? How much of a priority do you place on speed to publication?
5. What do you see as the ideal form of publication for your findings?
6. Do you see any impediments to deploying that form? If so, what are they?
7. Are there kinds of support or services that would help you overcome those impediments?
8. Can you talk a little about your past publishing experiences? Have any been particularly successful or particularly dissatisfying? Elaborate on why. Do you have experience with any forms of digital publication?

Themes emerging: What digital publishing might do for me and my work

*a big goal of the project is to make evidence come alive in a narrative history .
. to present that evidence in a way that you usually wouldn't be able to do if you were writing a traditional scholarly book or article in print.*

I hope my work can engage the public and I can produce work that has a broader impact than the scholarly impact.

Themes emerging: Keeping scholarship alive

people can comment and directly link to sources and other people can link to it, that has an attached data set of results that other people can make use of, and check, can revise, refine and other people can update

An evolving document. A living document

The possibility of having versioned scholarship where I could go back and revise it and revise it and revise it and it's kind of up there as an interactive project.

Themes emerging: Scholarly Being and Time

No small number are at present engaged in those Weighty Productions which require both Time and Assistance, for their due Maturity

The impediments to writing really good journal articles mostly have to do with time management

One of the reasons for my skepticism with journals (is that) it takes years, literally to get things through.

Risk, Reluctance, Resistance

I've talked to people about some of the drawbacks, potentially, of using something like Scalar . . . I mean, publishing my work that way and I think that one of the biggest liabilities is that it doesn't have the kind of institutional weight that the kind of traditional print publication in my field has. It doesn't have the automatic audience.

I think that people want things that work perfectly the first time. No new technology does that. So we need to have support and tolerance for failure and I'm afraid that universities are very afraid of failure.

I would want to have a limited readership for it so it's not just out there on the web for people to copy and paste and claim it as their own.

How it all comes together

- Our research informs development of tools and services
- The goals of the scholars inform our deployment of tools and services
- Our tools and services provoke the imagination of the scholars
- The imagination of the scholars aspires to new possibilities for the communication and reach of scholarship
- Working together we realize new possibilities for the communication and reach of scholarship
- The world is a better place



Thank you

PWW Question by Question Survey Report

<http://hdl.handle.net/2142/98576>

PWW Team:

John P. Wilkin (PI)

Ronald W. Bailey (Co-PI)

Antoinette Burton (Co-PI)

Allen Renear (Co-PI)

Harriett Green

Joshua Lynch

Katrina Fenlon

Megan Senseney

Marilyn Thomas-Houston

Maria Bonn

Chris Maden

Janet Swatscheno

Maria Bonn

School of Information Sciences

mbonn@illinois.edu

@msbonn

Programme

• *Library-based Publishing*

What Do They Want Anyway?

Understanding the needs of scholars in a contemporary publishing environment

Dr Maria Bonni

• Senior Lecturer, University of Illinois Urbana-Champaign



The "Publishing Without Walls" project at the University of Illinois Urbana-Champaign is in its third year. The development of library-based publishing capacity is informed by a research effort led by the School of Information Sciences at UIUC, surveying academics about their publishing experiences and aspirations, and interviewing a number of those scholars in greater depth. This session will provide an overview and some insight into what that research effort has learned about scholars' goals in publishing, and how well those goals are met by both established and innovative ways of publishing.

Publishing at the LSE

Academic-led, library-supported publishing at the London School of Economics and Political Science

Lucy Lambie

• Scholarly Communications Officer, LSE



In 2017, the London School of Economics and Political Science began research into establishing a library press for the university. The research included interviews with LSE researchers and with library presses in the UK and USA. As a result, the library will launch the LSE Press this year, supporting academic-led publishing and innovative publishing formats. This presentation will describe the project so far, how it fits into a wider shift in publishing towards academics and institutions, and highlight the areas in which the library is well positioned to launch the Press, as well as challenges where outside support and collaboration are welcome.



**Researcher
to Reader** 26 & 27
February
2018

