

# LIBRARIES ON THE HIGH WIRE

peer

Publishing and  
the Ecology of  
European  
Research

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Supported by the EC eContent*plus* programme

**PEER** Publishing and the Ecology of European Research

[www.peerproject.eu](http://www.peerproject.eu)

# Publishing Environment

- Dramatic change in publishing industry in last 40 years
- Scholarly communication - oblivious of the Web ?
- Role of library community in changing business models
- Tightrope of rights management
- Support for new academic workflows
- PEER observatory - safety net

# Current Situation and Key Problems & Issues

## Current Situation:

- Rapid growth of institutional repositories
- Individual funding agency mandates
- Publisher experimentation
- Lack of agreement on evidence to date

## Key Problems and Issues:

- Impact of systematically archiving stage-two outputs is not clear
  - on journals and business models
  - on wider ecology of scientific research
- Varying policies are confusing for authors and readers
- Lack of understanding and trust between publishers and research community

## Purpose of PEER

**PEER has been set up to monitor the effects of systematic archiving of ‘stage two’ research outputs:** the version of the author’s manuscript accepted for publication (NISO - Accepted Manuscript)

- Publishers and research/library/repository community collaborate
- Develop an “observatory” to monitor the impact of systematically depositing stage-two outputs on a large scale (max. 50-60,000 articles)
- Gather hard evidence to inform future policies

# PEER Consortium

**The PEER consortium (5 Executive members):**

- International Association of Scientific, Technical and Medical Publishers (STM) - Co-ordinator
- European Science Foundation (ESF)
- Göttingen State and University Library (UGOE)
- Max Planck Gesellschaft (MPG)
- Institut National de Recherche en Informatique et en Automatique (INRIA)

Plus technical partners: SURF & Universität Bielefeld

## Participating Publishers

- BMJ Publishing Group
- Cambridge University Press
- EDP Sciences
- Elsevier
- IOP Publishing
- Nature Publishing Group
- Oxford University Press
- Portland Press
- Sage Publications
- Springer
- Taylor & Francis Group
- Wiley-Blackwell

# Participating repositories

The Repository Task Force has been successfully established with the following six repositories:

- PubMan, Max-Planck-Gesellschaft zur Förderung der Wissenschaften e.V. (MPG) <http://peer.mpdl.mpg.de/pubman/>
- Göttingen State and University Library (UGOE) <http://repository.peerproject.eu:8080/jspui/>
- HAL, Institut National de Recherche en Informatique et en Automatique (INRIA) Centre pour la Communication Scientifique Directe CCSD/CNRS <http://peer.ccsd.cnrs.fr/index.php>
- Kaunas University of Technology, Lithuania <http://peer.elaba.lt/fedora/search>
- University Library of Debrecen, Hungary <http://ganymedes.lib.unideb.hu:8080/udpeer/>
- LTP archive: e-Depot, Koninklijke Bibliotheek, The Netherlands

SSOAR - Social Sciences Open Access repository (GESIS – Leibniz Institute for the Social Sciences) and TARA, Trinity College, University of Dublin, Ireland are in the process of joining.

An additional English language UK repository is being sought , on the recommendation of the Usage research team to strengthen the research, since the content is predominantly, but not exclusively in the English language

## Project focus during Period 1 = 09/2008 – 08/2009

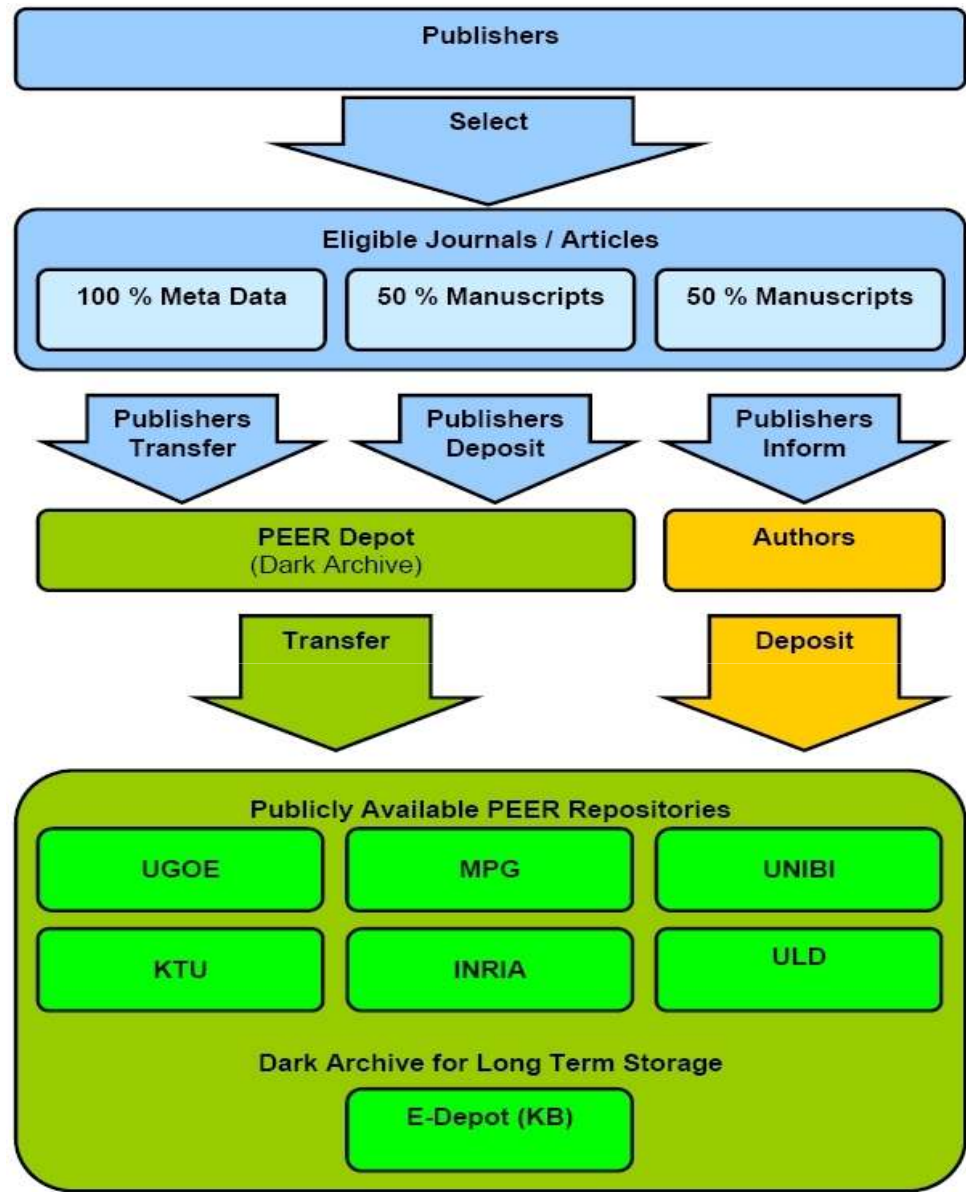
- Establishing the 'PEER Observatory' & supporting project infrastructure
- Commissioning usage, behavioural & economic research
- Raising awareness of PEER within stakeholder communities



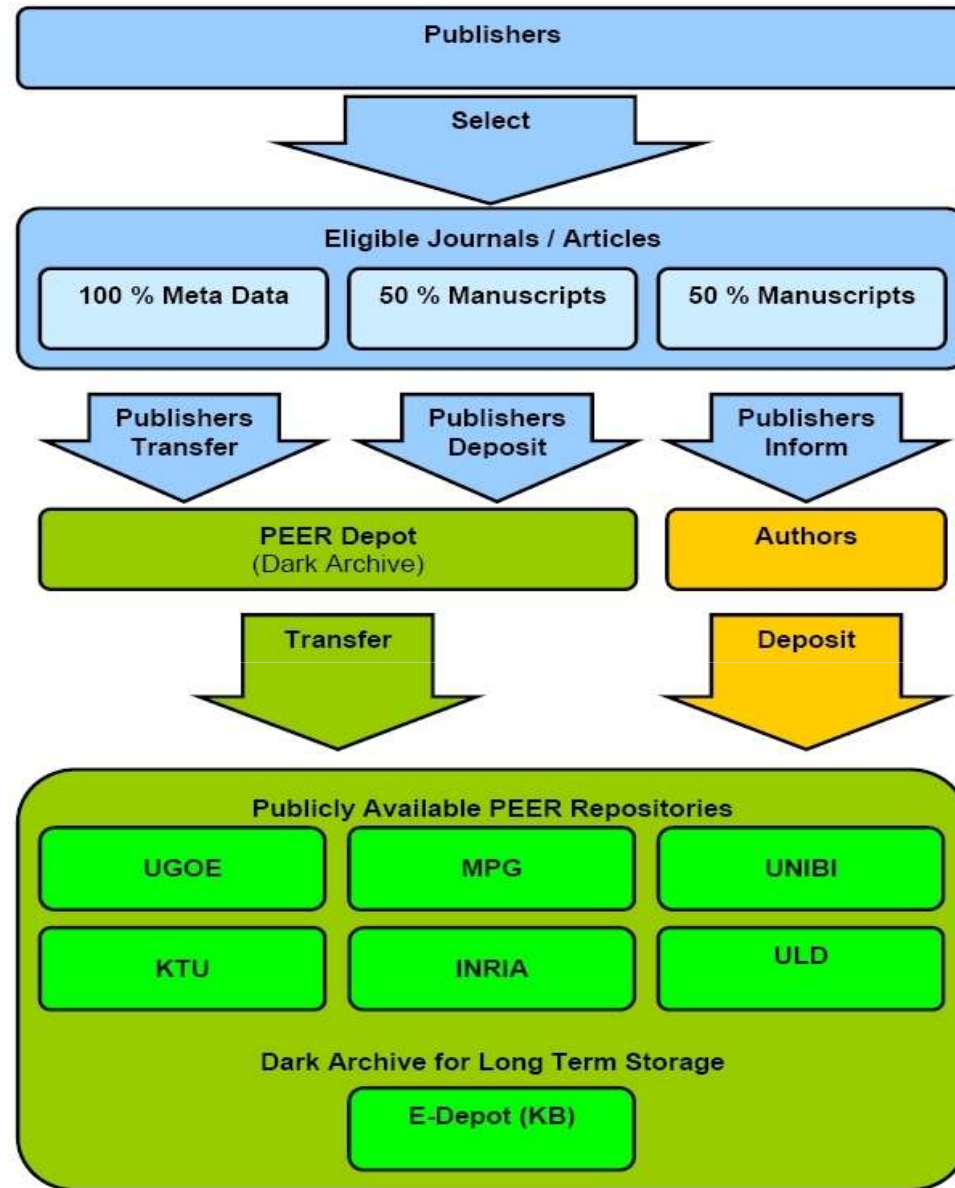
# Observatory infrastructure



- Workflow and systems infrastructure to enable publisher and author deposits
- PEER Helpdesk and Ticketing System
- Guidelines for publishers and repository managers on deposit, assisted deposit and self-archiving
  - Standards defined for full text formats and metadata elements (following extensive consultation with participating publishers and repository representatives):
  - Full text articles: to be provided as PDF, with PDF/A-1 preferred
  - Metadata requirements: derived from DRIVER Guidelines

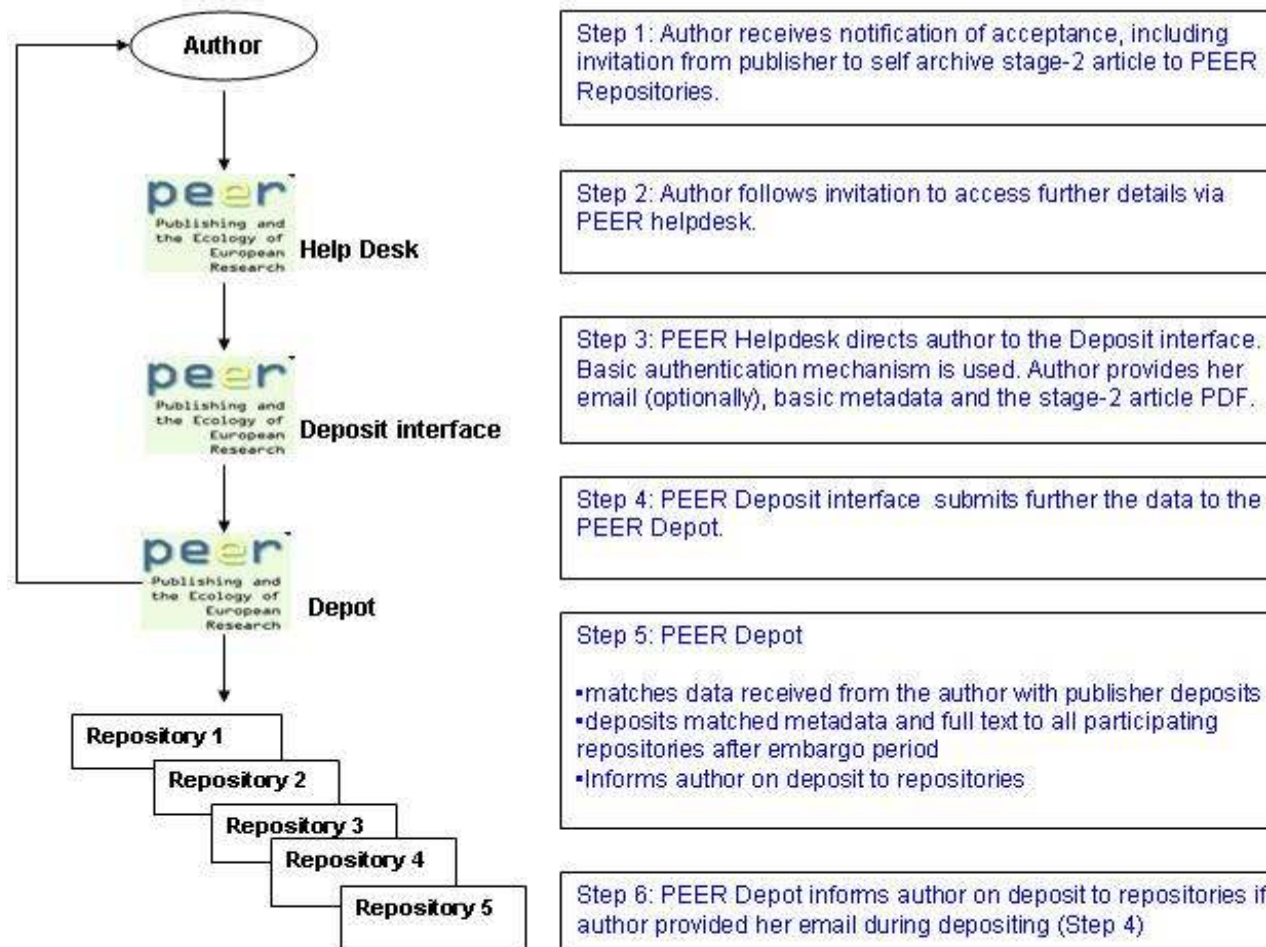


Long-term feasibility



Minimum metadata requirements

# Content submission – Authors



# Achievements in Period 1

- Project infrastructure in place
- Submitted data made available to research teams
- Research teams selected , and started their work
  - Behavioural
  - Usage
  - Economic

# Behavioural research team & objectives

Department of Information Science and LISU at  
Loughborough University, UK

## Objectives:

- Track trends and explain **patterns of author and user behaviour** in the context of so called Green Open Access.
- Understand **the role repositories play for authors** in the context of journal publishing.
- Understand **the role repositories play for users** in context of accessing journal articles.

# Behavioural research questions (1)

- In seeking **information what choices do readers make in locating and selecting sources** and in what ways do such choices influence the role played by repositories in information seeking behaviours?
- In publishing research, **what choices do authors make** in locating and selecting appropriate outlets, and what are the major influences on their choices? Where do repositories fit in the dissemination landscape?
- What common **perceptions do readers have in relation to repositories**, e.g. quality, authority of versions, and availability, and how do such perceptions influence information behaviours?
- What **common perceptions do authors have in relation to repositories**, e.g. visibility, impact, and recognition, and how do such perceptions influence publication and dissemination behaviours?

## Behavioural research questions (2)

- Are there identifiable **coarse-grained characteristics** of authors and readers that influence their behaviour (e.g. institutional type, region, discipline, career status etc.)?
- How do **social/institutional factors** influence author and reader behaviours (e.g. mandates, embargoes, research cultures)?
- What **tensions**, if any, exist between institutional (e.g. employer/funder/publisher) **policies and practice, and disciplinary norms and practices**? In what ways do such tensions influence authors and readers?



# Usage research team & objectives

CIBER group, University College London, UK

## Objectives:

- Determine **usage trends** at publishers and repositories;
- Understand source and nature of **use of deposited manuscripts in repositories**;
- Track trends, develop indicators and explain **patterns of usage** for repositories and journals.

# Usage research questions (1)

## “Commercial” impact of self-archiving

- Will the usage of publisher stage III articles increase, decrease or remain constant over the period of the experiment and to what extent can this be attributed to repository use and access?

## Effects of embargoes

- Will repository stage II manuscripts with an embargo receive less use (and how much less use) than those without an embargo?
- Does the length of the embargo (in different subject areas) have an effect?



## New and different users

- Does the experiment result in the use of articles by groups who might otherwise be not able to access them?

## Usage research questions (2)

### **Different, complementary use**

- Whether repositories and publisher platforms **offer different things** to readers

### **Diversity**

- To what extent do journal origin and impact factor, subject, article age, date of deposit, referrer link used and repository impact on article use and information seeking behaviour?
- To what extent are there differences between English and non-English language journals and between the various national repositories.

### **Dependencies and intervening variables**

To what extent is the usage data impacted upon by factors which

- a) belong to the landscape of scholarly communication and publishing
- b) are created by the PEER experiment (e.g. the Hawthorn Effect)

# Economic research team & objectives

ASK Bocconi Group, Italy

## Objectives:

- Investigate the **cost of the large scale deposit** of stage-two research outputs
- Understand the **costs incurred** by participating PEER publishers and repositories
- Understand and **compare access costs at journals and repositories**

## Economic research questions

- what are the costs associated with archiving stage two articles under different business models?
- what are the costs for different actors involved associated with the creation and management of PEER depot?

## Research Oversight Group (ROG)

- **Justus Haucap**, University of Duesseldorf  
Chair: German Monopolies Commission
- **Dr Chérifa Boukacem-Zeghmouri**, University  
Charles de Gaulle Lille 3.  
Member of the GERIICO and ELICO research groups.
- **Carol Tenopir**, University of Tennessee  
Recipient: International Information Industry Lifetime  
Achievement Award

# PEER Advisory Board (1)

## Funders:

- Dr Johannes Fournier, DFG, Germany
- Mr Robert Kiley, Wellcome Trust, UK
- Dr Donald J Waters, Mellon Foundation, USA

## Librarians:

- Dr Paul Ayriss, University College London, UK
- Dr Elisabeth Niggemann, Deutsche Nationalbibliothek, Germany
- Dr Sijbolt Noorda, VSNU, The Netherlands
- Drs. Bas Savenije, Koninklijke Bibliotheek, The Netherlands

# PEER Advisory Board (2)

## Researchers:

- Dr Elea Gimenez-Toledo, CSIC, Madrid, Spain
- Professor Jane Grimson, Trinity College, Dublin, Ireland
- Professor Norbert Kroo, Hungarian Academy of Sciences, Hungary
- Professor Michel Mareschal, L'Université libre de Bruxelles, Belgium
- Professor Peder Andersen, University of Copenhagen, Denmark

## Publishers:

- Mr Mayur Amin, Elsevier, UK
- Ms Stella Dutton, BMJ Group, UK
- Cliff Morgan, Wiley-Blackwell, UK
- Mr John Ochs, ACS, USA
- Wim van der Stelt, Springer SBM, The Netherlands



## Dissemination & awareness raising

- Inform and maintain support of stakeholder groups
- Provide platform for public debate
- Examine response of stakeholder groups

## Library response to author self-archiving

- Exploit new mechanisms of dissemination
- Develop criteria used to evaluation online information
- Facilitate re-use of e-journal features
- Promote faculty awareness of Open Access
- Measure actual increase in access
- Move upstream in to multidisciplinary research
- Business of global collaboration

## Conclusions

- Library integration in institutional information infrastructure
- Develop traditional publishing systems in coexistence with self-archiving
- Proactive role in engaging academic community
- Online support services in the face of future challenges

## References

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