Inviting Silicon Valley through the academic publishing door

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STM 2010 Spring Conference
Cambridge, MA
29 April 2010

MENDELEY
CAVEAT
QUALIFICATIONS?
phiC31

donor plasmid

transgene

pseudo attP

attB

phiC31 integrase
The expectation today is...

- Communication
- Search
- Sharing
- Databases
Mendeley works like this:

1) Install Mendeley Desktop

2) Manage your research papers
Mendeley works like this:

1) Install Mendeley Desktop

2) Manage your research papers

3) Mendeley aggregates research data in the cloud
We’re aggregating a crowdsourced research database with a unique layer of social & real-time usage stats.
12m research papers (and 213m references) uploaded:

After 16 months in public beta (version 0.9.6.3):

April: 21m research papers

305,000 software downloads
Dr. Peter Binfield, Public Library of Science:

Dr. Werner Vogels, CTO Amazon.com
Results 1-20 of 40 for 'hypertext search engines' in article titles and abstracts

The anatomy of a large-scale hypertextual Web search engine
Sergey Brin, Lawrence Page

In this paper, we present Google, a prototype of a large-scale search engine which makes it possible to crawl and index the Web efficiently...

Filed in INFORMATION SCIENCE (COMPUTER AND INFORMATION SCIENCE)

Focused crawling: a new approach to topic-specific Web resource discovery
Soumen Chakrabarti, Martin van den Berg, Byron Dom
OLD MEDIA
NEW MEDIA
Common Denominator unbundled media
Strawberry Jam

iTunes Review

Having dodged numerous genre labels (ya....ck folk, experimental indie, neo-tribal, noise rock, etc) since the band's inception in 2000, Baltimore/Brooklyn's Animal Collective continues its tradition of shedding its musical skin with each new release. Challenging, but far from impedimental, Strawberry Jam won't be an easy listen for some, yet indoctrinated fans will likely find it their most accessible...

$9.99 Buy Album

Genre: Alternative
Released: Sep 11, 2007
ID 2007 Domino Recording Co. LTD

Customer Ratings

🌟🌟🌟 Rate this
Based on 238 Ratings

Top Animal Collective...

Songs Albums
1. My Girls
2. Fireworks
3. Grass
5. The Purple Bottle

<table>
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<th>Name</th>
<th>Time</th>
<th>Popularity</th>
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<td>Peacebone</td>
<td>5:14</td>
<td></td>
<td>$12.99</td>
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<tr>
<td>Cuckoo Cuckoo (Live) (Bonus Track)</td>
<td>6:48</td>
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Old Media Profits

- napster
- Wikipedia
- iTunes
- Google News
- Hulu
- Google
- Amazon.com

Years: 1999 to 2010
IS ACADEMIC PUBLISHING HEADED FOR THE SAME FATE?
phylogenomics: RT @iddux: House Bill Proposes a Federal Open-Access Policy #openaccess #OA http://fs.gd/bzH5i (expand)
about 2 hours ago from twidroid · Reply · View Tweet

codeman38: @autismcrisis Now if only they'd go open access so I didn't have to pay $25 per article for a journal my uni doesn't subscribe to.
3 days ago from Twitterific · Reply · View Tweet

JRRDtweets: If you're in the US, it's Tax Day! Remember that JRRD is an open access journal, and always free! :) http://bit.ly/bruDAP (expand)
4 days ago from Facebook · Reply · View Tweet

veletiansos: My colleague and I have a paper in the newest issue of the Australasian Journal of Educational Technology (open access): http://bit.ly/9RrB4w (expand)
5 days ago from TweetDeck · Reply · View Tweet

dliu55: RT @simonvipoir Nature Publishing Group launches its first completely open access journal, Nature Communication http://tinyurl.com/yce9pb7 (expand)
6 days ago from web · Reply · View Tweet

dbourget: #jisc10: How to bring about full open access? Change the law to allow journals to switch to O.A. (take away journal brands from publishers).
7 days ago from web · Reply · View Tweet

jonrosenberg: Is there a pirate bay for paid scientific journal articles?
1 day ago from TweetDeck · Reply · View Tweet
CONTENT DISCOVERY IS NO LONGER A TOP DOWN APPROACH

The “journal” is no longer the primary communication platform.
DO YOU HAVE HIGH VALUE DATA GATHERING DUST?

Open APIs
New Web “distribution models” driving reach and network effect

Source: http://blogs.zdnet.com/Hinchcliffe/
Old players – New distribution model

TransUnion

J.P.Morgan

BEST BUY

Orange

“I want my TV"

warner | music | group

The New York Times

guardian.co.uk
Effect of platform service – 3rd party uptake

http://aws.typepad.com/aws/2008/05/lots-of-bits.html
Case study – Elsevier vs. PLoS

PUBLISHER APIs AND HOW GOOD ARE THEY?
Scopus API by Elsevier

Technical Improvements
• Javascript based - limits to use to web apps only
• Results returned in XML rather than JSON

Policy Improvements
• Non-commercial use only
• Non-Scopus IP access
• Cannot change the order in which the Scopus search results appear
• Intermixing search Results from sources other than Scopus
• No full-text access (machine readable)
PLoS

Full-text already available
APIs in development
  – Usage metrics
  – Citations
  – Bookmarking

No data use restrictions
Net result = wider distribution & discovery of content
Myth

YES, BUT HIGH IMPACT JOURNALS WILL ALWAYS HAVE AN AUDIENCE
Myth Buster

Has diluted perceived value of higher quality content on paid cable.

2009: 800,000 households in the US had ditched their TV subscriptions
(Source: Convergence Consulting Group)
Not necessarily and not as scary as you think

GIVING AWAY FULL-TEXT?
Giving away full-text?

• With API platform you know who has access and what they are doing

• Implement a snippet policy

• Machine readable metadata, text AND captions
Mendeley Open API

Announcing call for App proposals

It's almost here, the Mendeley Open API that third-party developers can use to create their own mashups. The API won't be immediately available to everyone quite yet, but we would like to invite anyone who is interested to submit a proposal of what you envision building.

The call for proposals is open until Friday, May 14th. Selected developers will be notified between now and May 21st.

Two-way street

WE WANT TO SHARE DATA TOO
Thank you

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