

# WILEY

## **Conversation in a Changing World**

Helen Bray  
STM Conference October 2013

# Trends in the changing world of research...

Faster change

dispersed innovation

networked endeavour & discovery

increasing access to data

entrepreneurial business

cooperative technology development

citizen science

new communications

evidence-based practice

evolution & sometimes revolution

# Resilience and reinvention



If we're talking about science and running experiments, it's crucial for advancing discovery that others are able to reproduce your findings in a true scientific manner.

— Gilad Lotan, Vice President R&D, SocialFlow



The quickest route to scientific advancement is creating opportunities for people to start building on top of the research that others have already done.

— Usman Haque, Director, Haque Design + Research



The more opportunity there is for people to socialize around their research projects, the more potential there is for breakthroughs. In my mind, there's no reason why networked collaboration shouldn't be happening on a large scale right now.

—Yasser Ansari, Founder, Project Noah

# Movement towards open science



Open science  
open access  
open data

...supported by  
open communication

# What role can STM publishers play in open communication?

- Open access is part of the open science trend
- Is there a matching trend among STM publishers towards open communication?
- Discussion, collaboration, idea-generation
- Building understanding of future needs & solutions

# Publishers moving towards open communication



**Grace Baynes**  
@grace\_baynes

Nature Publishing Group evangelist. Sci comms, social media, publishing, PR. Also tweets @NPGNews and @bridgetoscience  
Wannabe polymath. Loves shoes  
London, UK · nature.com



And many more

**SAGE** Connection



elsevierconnect

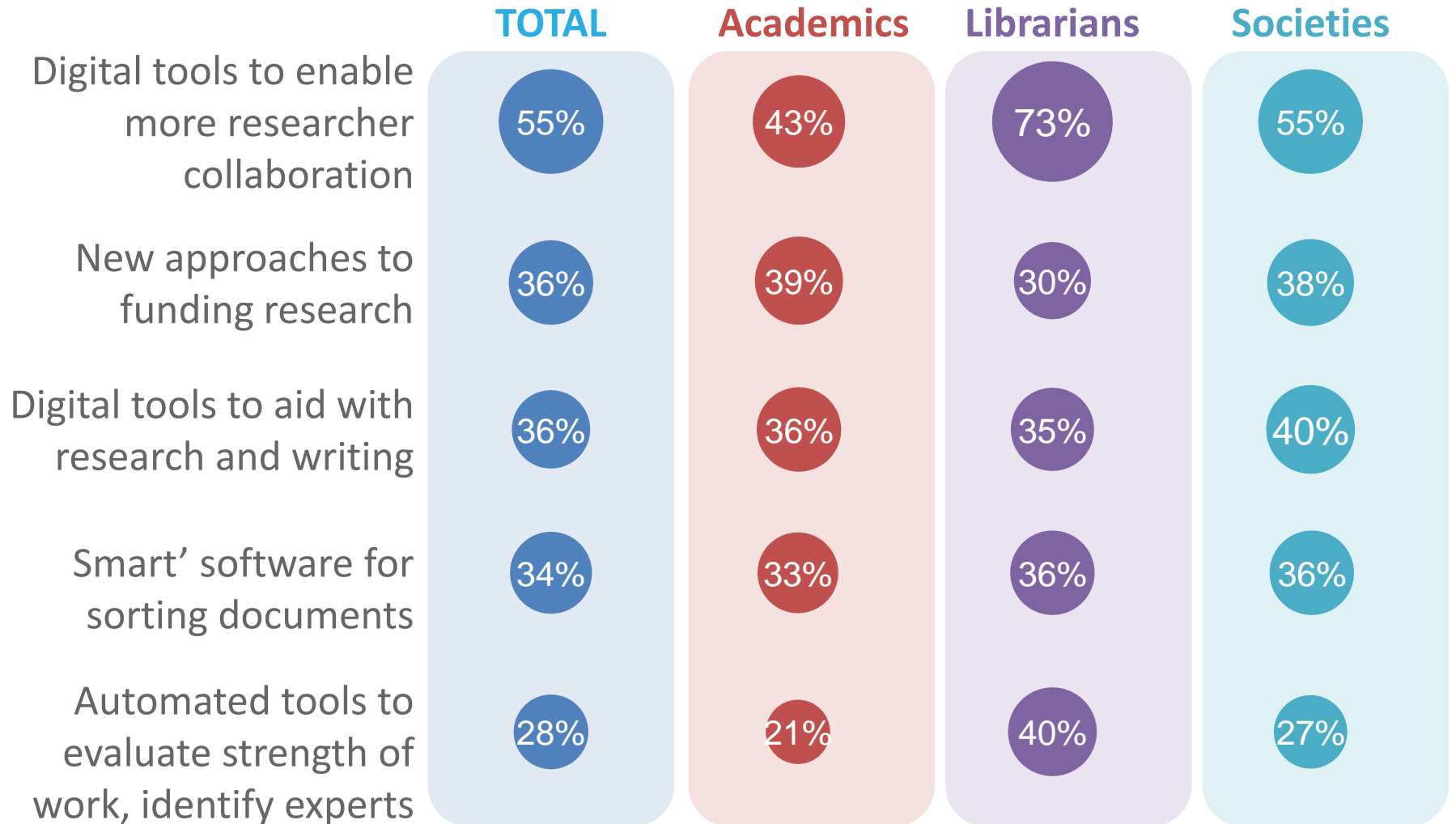
# Open communication for publishers

- Strong desire from researchers, librarians and others to join in a conversation about the future
- Wiley had a research response of 1800+ comments about future-facing discussion topics from researchers, librarians, learned societies
- Publishers can facilitate and stimulate conversation
- Multi faceted approach welcomed, web comment, social, direct, events, information papers

**Open communication is  
having the conversations,  
not having all the answers**



# What will revolutionize academic research?




Topics ordered high to low according to % of times selected as topic with greatest potential to revolutionise academic research  
 Base: Respondents from core survey and librarian survey (1474). Societies (240); Librarians (486); Academics (730)  
 Q: In your opinion, which of these trends have the greatest and least potential to revolutionise academic research?  
 Please select a maximum of three responses for the greatest potential and three for the least.

RESEARCH

## Data reproducibility: now is the time for institutions to take greater responsibility

The fundamental requirement for ground-breaking research is its reproducibility. A finding, no matter how provocative and exciting, has no value if it cannot be replicated. There is an increasing realization that the majority of experimental reports in the biological literature lack this fundamental element and the problem may be even greater for observational studies. This...

read more 6 comments

 By Glenn Begley  
Chief Scientific Officer, TetraLogic  
Pharmaceuticals

SOCIETIES LIBRARIES

## 10 challenges scholarly publishers are facing

In a recent posting to this blog, Emily

SOCIETIES RESEARCH

## The Association of the Future part 2 – views from some association executives

In our first post on this topic we told you some of our thoughts about what the association of the future might look like. Before that, John Graham, CEO of ASAE, had told us what he thinks. Now it's time to hear from some of the senior association executives who we have been talking to...

SOCIETIES RESEARCH

## New forums focus on journal publishing trends

Twenty-three journal editors and society partners in Australia recently met for the first event in our new Wiley Forum Series, a collection of half-day information sessions being offered in Melbourne and Sydney. The topic was Open Access, one of many subjects that is rapidly changing



Ben Showers (@benshowers) 19 Jul  
This looks like a really interesting study - impact of discovery tools on e-book usage: bit.ly/15RcwoP (via @WileyExchanges)  
Expand

Pedro and 18 others followed you 25 Jul

Sense About Science (@senseaboutsci) 25 Jul  
@WileyExchanges Check out our For the Records - lots of classic rbadscience and misuse of data bit.ly/12mbrU cc @alicejmeadows  
View conversation

Keith Silva, Keith Kloor and Sense About Science retweeted 22 Jul you  
22 Jul: Do we know enough to make a decision? #Scientific #Uncertainty from @senseaboutsci ow.ly/nbykLj

Chris Peters retweeted you 22 Jul  
22 Jul: Why should we be relieved when #scientists describe the #uncertainties in their work? @senseaboutsci explains ow.ly/nbykLj

James Neal favorited your Tweet 15 Jul  
15 Jul: #Librarians take a look at the hashtag #LibrarianAngels started by @nelhimself for a lovely start to your Monday morning @WileyLibInfo

Marian Dork (@mardork) post by @WileyExchanges emphasize pathways through large datasets featw changes.wiley.com/blog/2013/07/2.  
Expand Reply Retweet



# **Open conversations spark change and innovation**



**“I need you to find a radically innovative new way to keep everything exactly the same.”**

**“If the rate of change on the outside  
exceeds the rate of change on the  
inside, the end is near”**

*Jack Welch*

*Chairman and CEO,  
General Electric 1981-2001*

# Using open conversation to spark change

- Authors are colleagues **and** external experts
- Building a broad network of change agents
- Testing, measuring and learning
  - ✓ Reach, engagement, range of contributions
  - ✓ Hot topics, stakeholder views
  - ✓ Understanding changing needs in a changing world
  - ✓ Using what we learn

# If you'd like to join the conversation

<http://exchanges.wiley.com/blog>

@wileyexchanges

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**How is your organization using communication to support resilience and reinvention? #stmfrankfurt**