

# Are the article and journal containers fit for purpose for a researcher in the modern world?

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Taylor & Francis Group  
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## In this presentation

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### Three questions:

- **What is a container?**
- **What should a container contain now?**
- **What should it contain in the future?**

# What is a container?

## container

kən'teɪnə/ noun

an object for holding or transporting something.

"the cakes will keep for up to two weeks if kept in an airtight container"

*synonyms:*

[receptacle](#), [vessel](#), [holder](#), [repository](#), [canister](#), [drum](#), [box](#), [case](#)

"an airtight container"

a large metal box of a standard design and size used for the transport of goods by road, rail, sea, or air. "a container lorry"

# Discovery and Discoverability

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Do articles take too long to **discover**?

- Discovery currently aided by:
  - Publisher Marketing, Library, Indexers, Google (other search engines available), Social Networks, Scholarly Collaboration Networks, Metadata, PIDs, SEO.
- Current gaps and future needs for better discoverability:
  - AI, ORCID, Organization Identifiers, licence indicators, more “about you”, interoperability across versions, ALL sharing networks using PIDs for discoverability.
  - And much more: party identification, project PIDs, research protocols, physical sample identifiers, instrument data...

# Form and Format

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## Article

- Retrospective view of the research.
- “Just give me the results”.
- Many versions.
- **BUT much experimentation being done on form, format and process.**

## Journal

- Issues/ volumes/ page budgets?
- Container for non-textual and textual content.
- Proxy for trust.
- Carrier for the Impact Factor (Alternative Metrics are available): “The Number that’s Devouring Science”, The Chronicle of Higher Education.
- **BUT from Twitter journal to Mega-journal, they carry peer review, ethics policies, expert editorial boards, teams of editors, special issues, special sections, early career mentoring, bring local research to global audience, the best journals lead the way for the modern research, not hold it back.**

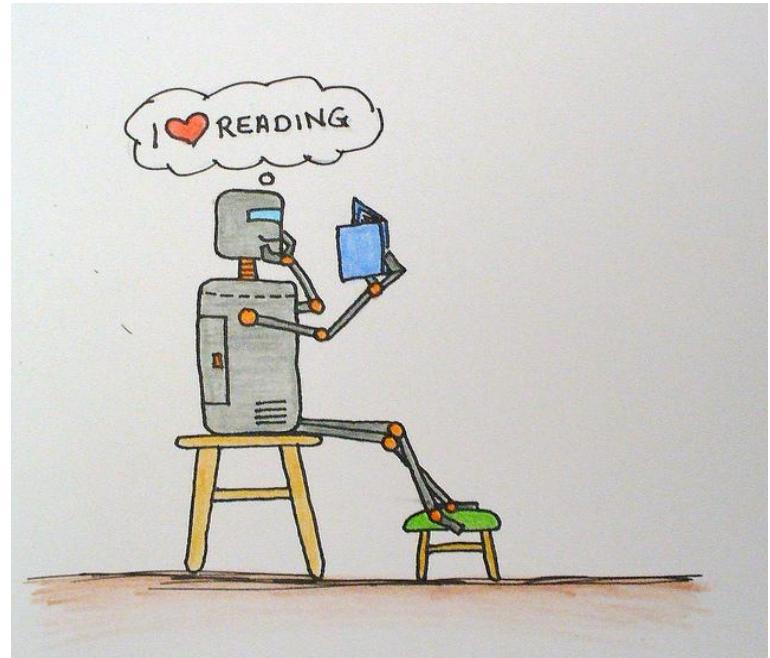
# Reading experience

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Does the article serve the **modern reading experience?**

- **Some but not all:**

- Just look for the results/ conclusions.
- Dip into articles just to harvest reference lists.
- Dip in to find data (and then validate them).
- Look for methodology.
- Dip in to find supplementary material.
- Find a quote.
- Readers are machines too.



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# Aims and scope

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Look at your aims and scope – are they author-friendly?

## ***Before (first paragraph)***

No recent decade has been so powerfully transformative in the United States and much of the world as the 1960s. The era's social movements - from civil rights, to feminism, student and youth protest, environmentalism, and nascent conservatism - dramatically changed the political culture of the developed west. Meanwhile, the decade's decolonization struggles altered the nature and balance of global power. In Communist Europe, incipient democracy movements set the stage for the revolutions that ended the Cold War. Collectively, these movements gave the 1960s their signal identity, and dominate understandings of their historical legacy.

## ***After***

**Getting to the point**

**Customer value proposition**

*The Sixties: A journal of History, Politics and Culture* is the only academic, peer reviewed journal to focus solely on this transformative decade of history. Launched in 2008, this cutting-edge journal features cross-disciplinary, accessible scholarship from academics and public intellectuals. Focusing on “the long Sixties” (roughly 1954 to 1975) and rooted in historical study, the journal addresses how this period continues to be studied and redefined in politics, education, literature, film, music, the visual arts, and new media. *The Sixties* includes research on global events and developments, and encourages transnational and comparative analyses.

**Key customer**

## Instructions for Authors

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Many journals follow prescriptive IFAs, amenable to quick submission, transfer between journals?

- Diffuse.
- Non-standard.
- Long and text heavy.
- Push a lot of work onto the author.

# Writing, Supplemental Material and Research Data

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## What is the opportunity cost?

- Services and tools are appearing that serve the researcher at all stages of their career.
- More tools needed.
- More support needed.
- Persistent everything, with standards for interoperability and machine learning:

**“A data citation should include a persistent method for identification that is machine actionable, globally unique, and widely used by a community.”**

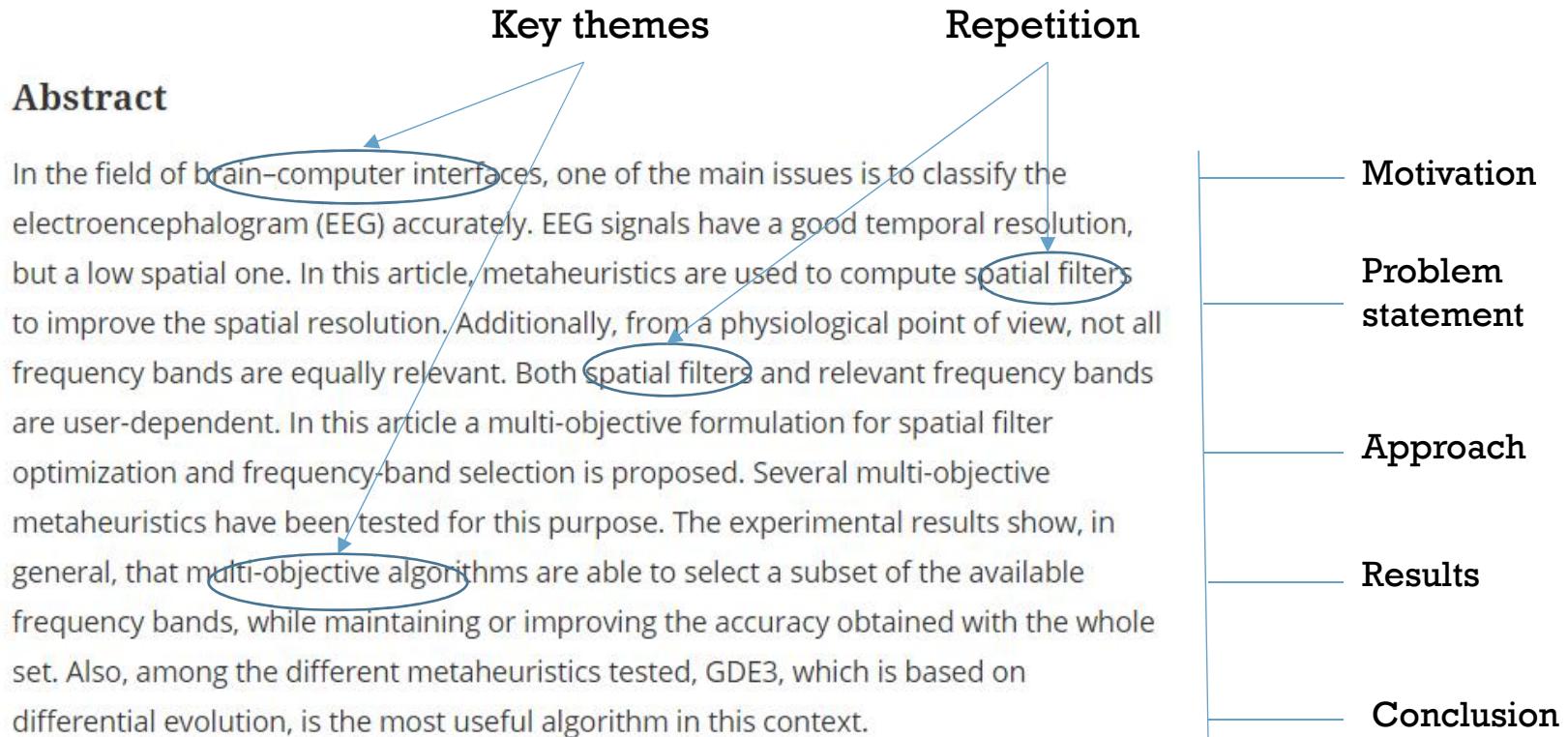
Data Citation Synthesis Group: Joint Declaration of Data Citation Principles. Martone M. (ed.) San Diego CA: FORCE11; 2014 [[/datacitation](#)]



# Abstract

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Who does the abstract serve?



# Peer Review Process

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Subject to time lag, **is the peer review process lean?**



Many challenges: lack of credit, open to abuse, time consuming, slow, biased, inconsistent...



Current gaps and future needs:

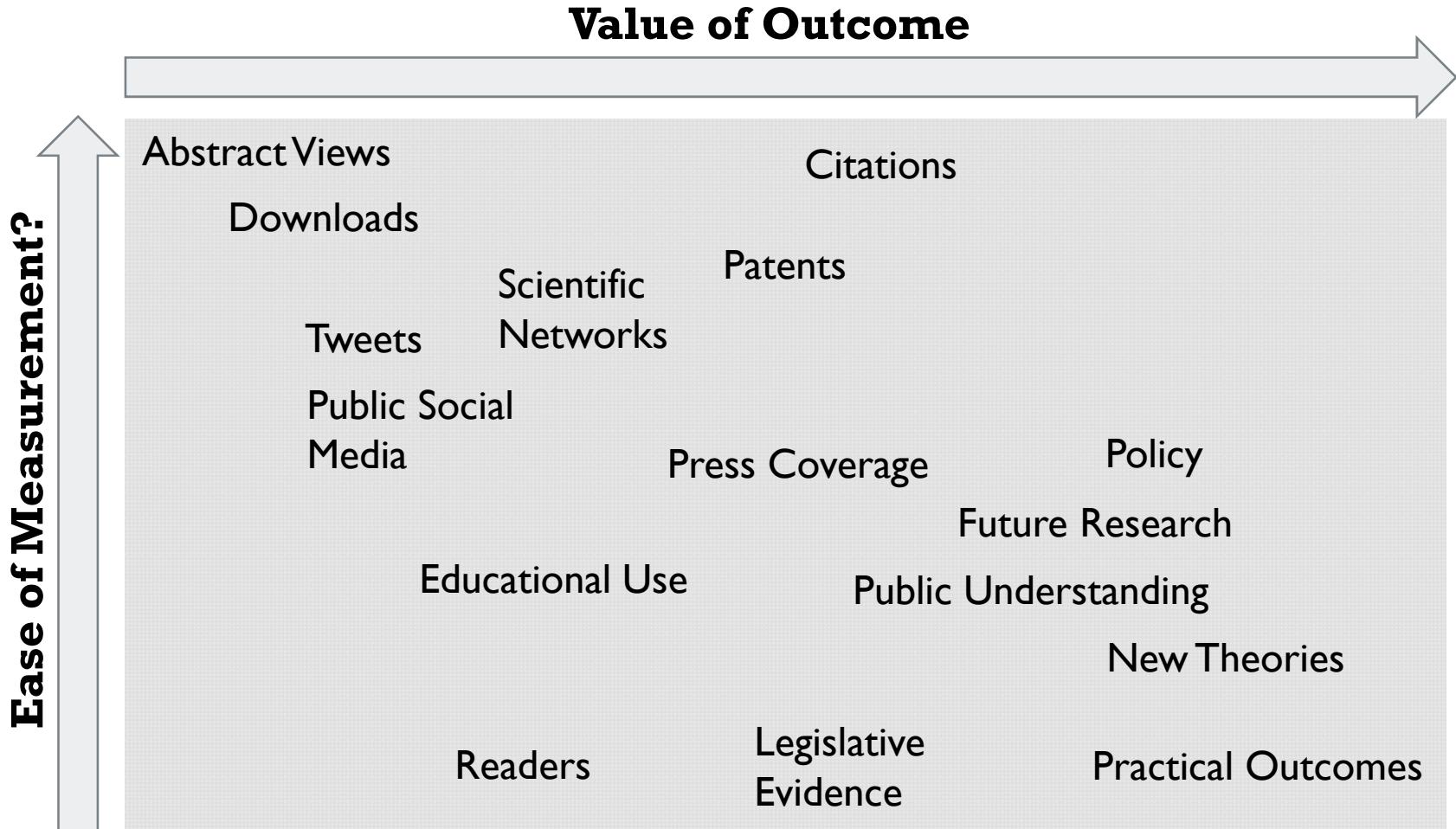
- Calls for a less adversarial system. More gamification?
- Reports of gender bias.
- ECRs – “we need new ideas from other industries to make our own lives easier...we have to jump through hoops to get tenure”.
- Peer review systems – deal with scale and complexity.
- Interoperability and standard export format for peer review (trust not portable).
- AI to improve our workflows – recommend/ pre-review/ machine write/pre-score.
- Change the incentive system = more experimentation with transparent, open, post-publication.
- Findable, Accessible, Interoperable and Reusable (FAIR) standards for data publication, use and reuse.
- Make underlying ethics data publicly available?



CRediT

# Research Assessment

The journal was also never intended to be a proxy for quality in research assessment, but it has become an **evaluation tool** and a **mentoring tool**.

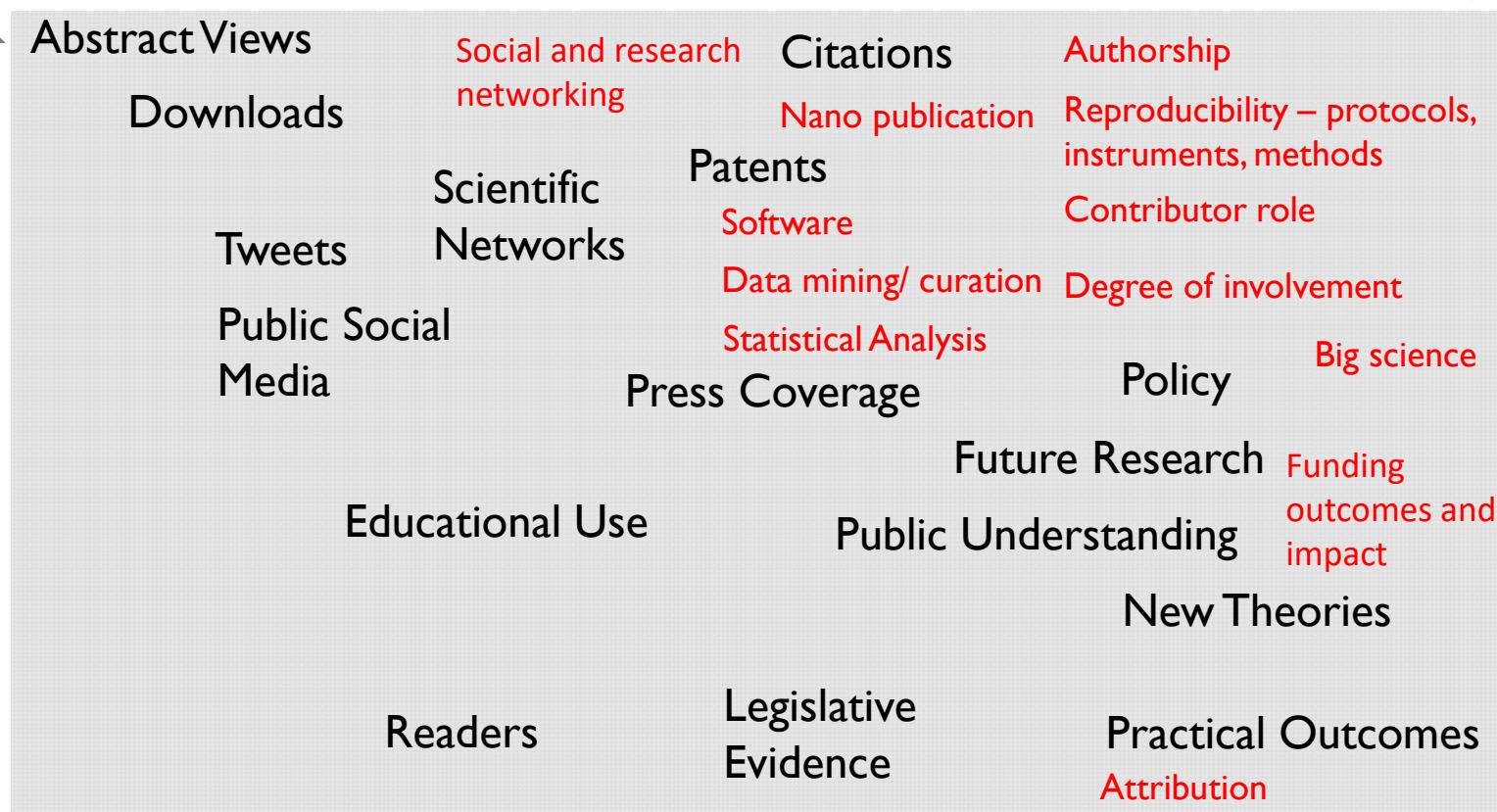


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## Value of Outcome

Ease of Measurement?



## Final thoughts

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- **Interoperability** becoming a “must have” not a “nice to have”.
- **Linked, persistent digital objects** in the “containers” essential.
- Balance between **privacy and convenience** needed.
- There is opportunity, capability and desire for more **credit**.
- More identifiers, protocols, instrument, material standards **help reproducibility**.
- **Research incentives** must continue to evolve.
- All the above to turn **research to actionable knowledge**.
- Increased **collaboration** essential.



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