Sharing

Scholarly Collaboration Networks (SCN’s) sharing and publishing – convergence or divergence?
Wouter Haak: wearing multiple hats

VP Research Data Management
Elsevier

Chair of STM’s Scholarly Collaboration Network support group
Timeline … and when ‘we started to take notice’

2007: Mendeley
2008: ResearchGate
2009: ACADEMIA
2010: Many more SCN’s
2012: CCC/CLA Report Scholarly Collaboration Platforms, Mark Ware, Outsell
2014: voluntary principles statement and consultation on article sharing networks
2015
2016
2017

www.howcanishareit.com
Researcher uptake of 3 SCN platforms (and a fourth platform)

Google Trends

Researchgate, Academia.edu, Mendeley, “Scihub & Sci-hub”

2012 2013 2014 2015 2016 2017
Sharing is not easy today: researchers face real problems

However: many problems are ‘access’ problems

<table>
<thead>
<tr>
<th>Genera-</th>
<th>Sharer</th>
<th>Consumer</th>
</tr>
</thead>
<tbody>
<tr>
<td>lized:</td>
<td>Researchers</td>
<td>SCNs</td>
</tr>
<tr>
<td>Sharing</td>
<td>Want to (showcase and) share with peers and colleagues</td>
<td>Want to facilitate sharing and collaboration</td>
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<td></td>
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<tr>
<td>Access</td>
<td>Want convenience: access to content whenever and wherever</td>
<td>Want to provide easy access to content</td>
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<td></td>
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<tr>
<td>Usage</td>
<td>[Author] Want to see article usage</td>
<td>Want to show usage to demonstrate value of platform</td>
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</tbody>
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We can work *with* SCN’s to solve these problems

Actually: several initiatives under way

Combined, these initiatives enable seamless sharing and better access

Note: as ‘access’ & sharing have multiple purposes and forms, there is not a single ‘fix-it-all in one go’ initiative
We can work *with* SCN’s to solve these problems

<table>
<thead>
<tr>
<th>Article version</th>
<th>Solution (how)</th>
<th>Outcome (for who)</th>
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<tbody>
<tr>
<td><strong>Public</strong></td>
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<tr>
<td>Gold OA</td>
<td>• License ref <a href="#">Crossref Metadata API</a></td>
<td>Access for <em>any</em> user</td>
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<td>• CC-BY post-embargo AM</td>
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<td>• CC-BY VOR</td>
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<tr>
<td>Green OA / non-subscription articles</td>
<td>• Article tagging: DOI/JAV tags PDF XMP</td>
<td>Access for <em>any</em> user</td>
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<tr>
<td>• Post-embargo AM</td>
<td>• <a href="#">Policy identifiers</a> Crossref Metadata API (URIs)</td>
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<tr>
<td>• Preprint</td>
<td><a href="#">2018</a></td>
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<tr>
<td>Subscription articles</td>
<td>• <a href="#">Entitlement API</a></td>
<td>Access for <em>subscribed</em> user (including remote access)</td>
</tr>
<tr>
<td>• Pre-embargo AM</td>
<td><a href="#">2018</a></td>
<td>No access for <em>unsubscribed</em> user</td>
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<tr>
<td>• Subscription VOR</td>
<td>• <a href="#">STM RA21</a> (beyond IP)</td>
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<tr>
<td><strong>Private</strong></td>
<td></td>
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<tr>
<td>OA and subscription articles</td>
<td>• Article tagging: DOI/JAV tags PDF XMP</td>
<td>Access for <em>any</em> user</td>
</tr>
<tr>
<td>• Any article version</td>
<td>• <a href="#">Crossref DUL</a></td>
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</tbody>
</table>

*STM Tapas* (any user)
1st example of a problem solved: “the SCN does not know what version is being shared”

45% of STM output now has machine readable ‘article type tags’ – what is stopping you?

**Article tagging** pilot started last year

By now: typically one or both pdf versions are tagged now by 6 publishers:
- “VOR”: versions of records (including for example article in press)
- “AM”: author manuscripts

Using the JAV method schema = [http://www.niso.org/schemas/jav/1.0](http://www.niso.org/schemas/jav/1.0)

Example source code is available (courtesy ACS)
2nd example: how about usage?
Implementing these initiatives benefits researchers... and could also benefit publishers

Most publishers convey ‘value’ of the content using various metrics. One of those metrics is usually article usage

• What if we could count customer usage on 3rd party platforms in a counter compliant way?
• DUL – or “Distributed Usage Logging”; project coordinated by CrossRef
• In-line with latest Counter guidelines

An estimate of what DUL adds to Elsevier’s ScienceDirect platform usage based on just two example SCN’s shows that there is a lot to gain:

• Mendeley: an estimated additional 4% to 5% usage would be added
• SSRN: showing the VOR to entitled users would add an additional 1% usage
• There are many more ‘friendly’ platforms where this could be measured (e.g. Endnote also allows for full text sharing): +?% usage
• ResearchGate and Academia: not yet – perhaps under pressure?

The key here is that it is not just about any usage but real behavior from highly engaged end-users that would otherwise go unnoticed
And it works... for example, Mendeley is expanding its support for sustainable, convenient, author upload and access to articles, in collaboration with STM publishers.

Mendeley today

(Compliant) article sharing and access following STM voluntary principles AND implementing usage logging

Multiple researcher-focused, publisher neutral use cases

8 million registered users

Mendeley plans

Seamless access to full-text articles, complying with copyright, supporting publishers!

Remain publisher neutral

Continue user growth

Integrations with other platforms
3rd problem being solved: access for (un)entitled users
STM Tapas initiative

• Tapas: proposal to encourage researchers to share content via links, rather than sharing PDFs of the VOR
• Gives every user access to the best available version of the full text, depending on their subscription status and the individual publisher’s policy
• Tapas offers publishers a set of agreed principles for link sharing, setting standards to be implemented by an open market of service providers.
• Sharing links are based on the DOI, and make use of existing infrastructure
• Offers a more open industry-wide approach to sharing that is under the management of publishers
• Publishers can support the large-scale aggregation of links on third party services
• Researchers are encouraged to return to publishers’ platforms, maintaining relevance
We can work with SCN’s to solve these problems

Solution (how)

• Crossref Metadata API: License information

• Article tagging: DOI/JAV tags PDF XMP

• Crossref Metadata API: Policy identifiers (URIs)

• Entitlement API
• STM RA21
• Crossref DUL
• TAPAS

Thank you!